

TORI MALCANGIO

CREATIVE DIRECTOR-WRITER-DESIGNER | L. 602.000.777

• DETAILS •

CREATIVE
torimalcangio.com

• LINKS •

torimalcangio.com
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• PROFILE

PROFESSIONAL EXPERIENCE

Twenty+ exciting years in an advertising agency and a master's degree in creative writing and literature, being a connoisseur of strategic story of understanding business needs while relentlessly striving for, and articulating, emotional touch points that allow a brand with a distinctive voice.

• EMPLOYMENT HISTORY

Senior Writer at HQ Digital, San Diego

September 2020 - Present

Conceptualize and write performance-based creative in the digital sphere to include paid search, social, interactive, web, and video for B2C and B2B clients, including healthcare, financial institutions, fashion/apparel, higher education, and some of the biggest names in tech. Participate in brand audits and pitch deck creation, always in the name of helping clients reach across multiple audiences.

Freelance Writer at Back of the House, San Diego

January 2017 - September 2020

- Author copy and guide creative strategy for the mass and micro-targeted audience, via TV brand books, radio spots, social media, digital, outdoor, packaging, radio, and print.

- A flexible guardian of brand voice who serves for downplaying creative but more of the expense of strategy.

- A stickler for collaboration, authenticity, and working with good people.

AGENCIES

Marley, Attachment Path (formerly W&W), W&W, PerichWhite, Executive, Mandelkern, New Media, Team Advertising, Simplex/Simplex, Challenged Athletes Foundation.

CLIENTS

Four Seasons Resorts, St. Joseph Hosp Health, Children's Hospital, Infectious, Heartbeat, All Time Network, National University, Paros, (since then all California, San Diego, Phil up (the Electric Blue, Redbox, 1000Penny), Green, Challenged Athletes Foundation, Carl (the actor), Walter Builders, 4 Analytics, Los Vegas Metropolitan, Ryan Energy, Working Commerce, Insight, Vainech, San Diego Bank (Merch), West High Sales, Proctor & Kee.

Senior Writer at StudioFly, National City

December 2011 - August 2016

- Developed integrated 360 campaigns across print, radio, site experience, out of home, and social (as of social for Toy Store, The Shopping Shop, and the ever-evolving category expansion work).

- Observed junior writers and copy interns.

- Accumulated a mass of hugs and luggage tags with my kids' toys.

Senior Writer at Greenhaus, San Diego

February 2005 - June 2011

CLIENTS