

TORI MALCANGIO

CREATIVE DIRECTOR+WRITER+HOMEBODY ☎ 6198385657

◦ DETAILS ◦

6198385657

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◦ LINKS ◦

[Tori's Website: ad work & published fiction](#)

👤 PROFILE

○ MARKETER HAT. STORYTELLER WAND.

Twenty-something years as an advertising copywriter and a master's degree in creative writing and literature, I bring a unique elixir of strategy & story, of understanding business metrics while relentlessly mining for, and articulating, emotional touch-points that infuse a brand with a distinctive voice.

📁 EMPLOYMENT HISTORY

○ Senior Writer at 3Q 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 nail a more massive audience.

○ Freelance Writer at Back of the House, San Diego

January 2017 — September 2020

+ Author copy and guide creative strategy for the masses and micro-targeted audiences, via: TV, brand books, sizzle videos, social media, digital, websites, packaging, radio, and print.

+ A ferocious guardian of brand voice who swoons for showstopping syntax but never at the expense of strategy.

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

AGENCIES:

Mering, Amusement Park (formerly DGWB), VITRO, ParkerWhite, Sixwasnine, MeadsDurkett, Roni Hicks, Farm Advertising, Simpler&Simpler, Challenged Athletes Foundation.

CLIENTS:

Four Seasons Resorts, St. Joseph Hoag Health, Covenant Children's Hospital, Infantino, Thermador, ACTIVE Network, National University, Pentax, Union Bank of California, Star Trac, Pick up Stix, Electra Bikes, Kwikset, Yahoo!Personals, Ossur, Challenged Athletes Foundation, Carl Zeiss vision, Brehm Builders, id Analytics, Las Vegas World Arena, Open Energy, Wamberg Genomics, Ciralight, Valutech, San Diego Gas & Electric, Visit Napa Valley, Protect the Joy.

○ Senior Writer at Shutterfly, Redwood City

December 2018 — August 2019

+Developed integrated 360-campaigns across print, catalog, site experience, out of home, and social (lots of social) for Tiny Prints, The Wedding Shop, and the ever-evolving category expansion arm.

+Mentored junior writers and copy interns.

+Accumulated a mass of mugs and luggage tags with my kids' faces.

○ Senior Writer at Greenhaus, San Diego

February 2005 — June 2006

CLIENTS:

Hard Rock Hotel, John Laing homes, The Irvine Company, Pardee homes, The Grand Del Mar

○ **Copywriter at VITRO, San Diego**

September 2003 — January 2005

CLIENTS:

ASICS, Qualcomm Inc., Quidel rapid tests, Kyocera, Taylor Guitars, Yamaha Watercraft, Baby Einstein, Newcastle Brown Ale, Baskin Robbins, Marie Callenders.

○ **Writer at DiZinno Thompson**

January 1999 — August 2003

Led content creation for the San Diego Convention and Visitors' Bureau, including TV, print, and the lost but loved artifacts of radio and giant brochures.

🎓 **EDUCATION**

○ **MFA Creative Writing/Literature, Bennington College**

January 2012 — January 2014

Masters degree in creative writing/literature.

○ **Advertising, Portfolio Center, Atlanta**

August 1997 — August 1999

○ **Journalism, Arizona State University, Tempe**

August 1992 — August 1996

Graduated Cum Laude

★ **AWARDS & PUBLICATIONS**

○ **Advertising**

Communication Arts, Obies, PRINT Magazine, US AdReview, Graphis

○ **Fiction**

Stories have appeared in *Glimmer Train*, *Cincinnati Review*, *American Literary Review*, *Chattahoochee review*, *Mississippi Review*, *Tampa Review*, *Cream City Review*, *ZYZZYVA*, *River Styx*, *AGNI online*, *Ruminate Magazine*, *Passages North*; and more. My writing has also received a Pushcart Prize nomination, the William Van Dyke Fiction Prize, the American Literary Review Fiction Prize, the Waasmode Fiction Prize, the Lascaux Review Short Fiction Prize, and the Cincinnati Review Fiction Prize.