

Lamar Phillips

COPYWRITER

PERSONAL HISTORY

I'm a copywriter born and raised in Mississippi. After studying at the Creative Circus for 6 quarters, I left early for a position at Media Arts Lab in LA. Currently in New York City, working at Mekanism.

SKILLS AND ABILITIES

- Strong, charismatic presenter
- Imaginative, conceptual thinker
- Great communication skills
- Photoshop
- Audio Mixing
- French (WIP)

CONTACT INFO

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AWARDS & ACHIEVEMENTS

- OneShow Finalist – Sonnet Brief 2018
- D&AD Wooden Pencil – John Lewis Brief 2018
- Most Likely to Live Here – Media Arts Lab Award Show 2019

WORK EXPERIENCE

COPYWRITER

Mekanism New York | Feb 2020 – Present

- Solved COVID production limitations by tapping Instagram's top content creators to produce EOS's 2020 campaign. Accumulated over 10 million YouTube views.
- Developed a brand voice for Cricket Wireless's social platforms, resulting in hilarious content and 30k new followers.
- Scripted Cricket sponsored WWE Superstar promotional content for both livestreams and online videos.
- Concepted Rice-A-Roni's first brand campaign since the 1960s, going into production in Spring 2021.

JUNIOR COPYWRITER

Media Arts Lab (Apple) | Aug 2018 – Nov 2019

- Worked with major directors, design studios, musician, and photographers to build campaigns for holiday, Apple Music, Apple TV, and @apple's Shot on iPhone work.
- Created the first campaign filmed, edited, and designed on the iPad. Increased sales by 20%.
- Wrote the first Children's book for Apple on their native iBooks.
- Led the edit for Apple TV's educational campaign. Grew app engagement by 40%.

EDUCATION & TRAINING

UNIVERSITY OF MISSISSIPPI
Freshman Year | 2016

THE CREATIVE CIRCUS
Copywriting | Graduated 2018