

ashley lyon foster

Copywriter – I write copy. I don't do copyrights.

Experience Under My (Cute) Belt

Blogger, Contributing Writer & Freelance Copywriter, Various Companies 2006 – Present
Blog weekly: YourNextBite.com (Fine Dining to Food Trucks) & YourNextPint.com (Pints to Pubs)
Bar/Menu 90036+ monthly column: Park La Brea Residents Association newsletter
Freelance client work: Ski Dazzle Ski & Snowboard Shows, Specialty Restaurants Corporation (press releases), De Nuvo skin care (website), Essential Medical Clinic (website), Next Stop LAX talent relocation service, Pictage photography service, Tom J. Hull & Company payroll, Bridal Chic Salon (press releases, ads, and branding)

Copywriter, Pulsar Advertising 2007 – 2009

Wrote all forms of compelling advertising and marketing materials:
websites, social media, branding, TV and radio commercials, outdoor, print, direct mail, brochures, collateral, and some editorial

Most notable achievements:

- Created an SOV (Single Occupancy Vehicle) “disorder” to encourage those who drive alone to use TRAFFIX commuter services
- Showed off the tough and fuzzy sides of Metrolink's K9 Safety Force with fun, collectible trading cards and on-board train posters
- Created a Congestion Pricing DVD for Virginia Department of Transportation
- Named and created a video teaser for Ecoliner, Foothill Transit's battery-powered bus

Other clients include: Amtrak Virginia, General Engineering Contractor, Arlington County Commuter Services, Virginia Department of Emergency Management, Parsons Brinckerhoff, and Virginia Department of Rail and Public Transportation

Copywriter, Davis Elen Advertising 2003 – 2006

Most notable achievements:

- Created McDonald's “balanced lifestyle” campaign to target women
- Promoted to Team Leader, and only one chosen to pitch McDonald's National

Other clients include: Ski Dazzle, Knott's Berry Farm, Haggen Grocery, and Pacific Dining Car

Awards I've Won

2009 TMCA Compass Award – Metrolink K9 Safety campaign

2009 AdWheel Award – Metrolink K9 Safety campaign

2008 2 Bronze Telly Awards – TRAFFIX “SOVer” and “Support Group” :30 TV spots

2005 Student One Show NY finalist, Client Pitch 2nd place winner – Domino Sugar

Education I've Been Enlightened By

B.A. Communication, University of Southern California – Go Trojans!

The Bookshop advertising course, Culver City

Skills I've Acquired

MS Office, Adobe Photoshop, Keynote, some Quark, Mac, and PC

Why I'm Interesting

I've won 14 out of 17 1st place figure skating medals • I'm half British, I studied abroad in London, and can speak the language (cheers mate) • I live for playing in the rain • I listen to Christmas music 24/7 • I'm extremely competitive, especially at foosball • I secretly also want to be a Food Network Star • I enjoy correcting other people's spelling errors

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