

# ashley lyon foster

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

## Experience Under My (Cute) Belt

### 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

### Contributing Writer & Freelance Copywriter, Various Companies 2006 – 2010

Bar/Menu 90036+ monthly column: Park La Brea residents association

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, 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 1<sup>st</sup> 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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