

DIORI J THOMAS

CREATIVE CONSULTANT • COPYWRITER • CREATIVE DIRECTOR

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A versatile creative professional with proven abilities to find the big picture in the small details, and leverage that knowledge to lead teams in the development of insight-driven creative with the power to generate positive results, and deliver high ROI.

PROFESSIONAL EXPERIENCE:

Creative Consultant/Writer | Los Angeles, CA | 2003 - 2005 & 2013 - Present

Responsibilities: *perform freelance concepting/ideation, creative direction, and copywriting duties with a focus on story-based advertising and CRM*

Campaign Types: *digital, experiential, integrated, DR, TV, print, radio, OOH, collateral, pitch-work, and script development*

Associate Creative Director | RAPP | Los Angeles, CA | 2008 - 2013

Responsibilities: *helped RAPP define BCRM as an ACD managing a creative team and concepting/writing work for a variety of accounts*

Campaign Types: *CRM/BCRM, integrated platforms, digital, social media, events/promotions, web-shorts, TV, radio, direct mail, OOH, and collateral*

Sr. Copywriter | The TRUE Agency | Los Angeles, CA | 2006 - 2008

Responsibilities: *worked as part of a creative team to help TRUE expand the idea of “transcultural” marketing by creating unique and highly targeted branding experiences*

Campaign Types: *Integrated campaigns, branded content, TV, print, radio, OOH, ambient/in-market experiences, digital campaigns, and event planning*

Copywriter | TBWA/TRUE Agency | Los Angeles, CA | 2005 - 2006

Responsibilities: *worked as part of TRUE’s creative arm, aligned with Chiat Day creatives to concept/write campaigns for a multicultural audience*

Campaign Types: *TV, print, radio, OOH, and event planning*

Copywriter | UniWorld Group Inc. | New York, NY | 2000 - 2003

Responsibilities: *concepting and writing ads targeting the African-American audience*

Campaign Types: *TV, print, radio, Website, OOH, and collateral*

CLIENT ROSTER:

Automotive: *Infiniti, Lexus, Lincoln/Mercury, Nissan, Toyota, Ford, Mazda*

Consumer Goods: *Kraft, Nestle, Mattel, Turtle Beach, Motorola, Microsoft, Pro-Line, Western Digital, Coors Light, Pepsi, Restylane, and various video game titles*

Retail: *Sam’s Club, The Home Depot*

Communications: *AT&T, Time Warner Cable, Virgin Media, Direct TV*

Food Services: *Fleming’s Prime Steaks & Wine Bar, Roy’s Hawaiian Fusion Cuisine*

Non-Profit: *AARP, HOPE Foundation, California AA Museum, Olive Crest*

Financial: *Bank of America, Toyota/Lexus Financial Services, Charles Schwab, Ally*

Government: *U.S. Army, U.S. Marines, Virginia/Maryland Department of Transportation*

EDUCATION:

The Miami Ad School | Miami, FL 1997-1999

Hampton University | Hampton, VA 1992-1997

References happily made available upon request.