



PHILLIPE THAO

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EDUCATION

DePaul University 2014-2018

B.A. in Public Relations & Advertising

Minors in LGBTQ Studies and Media Studies

REFERENCES

Tara Bitran

Netflix Tudum Editorial Writer

310.600.6793 | tarabitran@icloud.com

Liv Choi

Crate & Barrel Marketing Coordinator

412.689.3392 | ochoi@crateandbarrel.com

SUMMARY

Digital creative with 9 years of editorial, social media, and copywriting experience, with a focus on entertainment and media. Highly-resourceful with a constant pulse on pop culture.

EXPERIENCE

Netflix

Editorial Staff Writer | September 2021-March 2024

- Helped create Netflix's official companion website Tudum.com since pre-launch in 2021, with 14.4 million monthly visitors as of March 2024
- Wrote editorial articles about scripted series titles: *BEEF*, *One Piece*, *The Crown*
- Interviewed talent and created premium exclusive behind-the-scenes content to help Netflix fans expand the conversation around titles

Crate & Barrel

Associate E-mail Copywriter | July 2019-September 2021

- Wrote copy for weekly marketing emails and newsletters
- Established Crate's first in-house email creative team, implementing new brand and editorial voice standards
- Pitched, developed, and executed 2021 Pride campaign, "Home Is For Everyone" across channels

Freelance Writer & Journalist

June 2015-July 2022

- Byline: *The Washington Post*, *Teen Vogue*, *Catapult*, *InStyle*, *The Chicago Tribune*

Kellogg's RXBAR

PR & Social Media Intern | Jan. 2019-June 2019

- Created media lists and pitched RXBAR product releases to press, landing product placements in national publications
- Established a new influencer partnership program to grow UGC content and reach KPI goals
- Monitored Facebook, Instagram, and Twitter social channels

SKILLS

Copywriting

Creative Writing

Social Media

Photography

Adobe Photoshop

Adobe InDesign