

SAEDI IDEAS



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Education

University of Washington

Where I wrote poems and painted all day, thanks to a double major in Creative Writing + Painting & Drawing

School of Visual Concepts

Where I built concepts, honed copy and killed darlings.

Skills & Interests

Hand-making cards
Hunting for jazz records
Rollerblading
Testing my bookshelves' load-bearing limits

Recognition

1 Webby - 9/11 Day Campaign
1 Shorty - 9/11 Day Campaign
4 Gold ADDYs - Rainier Nest Cam
4 Gold ADDYs - Rainier Rewild Campaign
1 Silver ADDY - Rainier Rewild Campaign

Parents' favorite.

Sparkling references available upon request.

Work

Wunderman Thompson NY – ACD

June 2020 – Present

All things social and digital for Samsung Mobile + Home Appliances. Helping 9/11Day.org turn 9/11 into a day of service, activism and positivity that even got Obama excited. Driving the 2020 vote through a cross-office initiative for WT North America.

TRIBAL DDB – Senior Copywriter

October 2019 – April 2020

Helping Gen Z remember 3 Musketeers and how much I AMs loves dogs. Creating digital-first work in a pre-pandemic world.

DNA Seattle – Senior Copywriter

March 2019 – October 2019

Campaigning for beer, tacos and diamonds. Honing social and digital skills. Helping the team take home more 2019 ADDYs than any other Seattle agency.

Tether Inc. – Senior Copywriter

2016 – 2019

Crafted apps for Amazon, wrote taglines for a WWII museum, peddled better ways to sell pancakes for Krusteaz and conceptualized big digital campaigns for Under Armour, Bulletproof Coffee, Amazon Prime & PepsiCo.

Garrigan Lyman Group – Copywriter

March – September 2016

Wrote radio, social and TV scripts for a sentient taco, and won an Internet Advertising Award for it.

POSSIBLE – Copywriter

2015 – 2016

Created work that ultimately doubled the number of followers on Microsoft Office & OneNote social channels.