

# Toby Schwartz

A copywriter & former screenwriter who conceptualizes eye-catching ad campaigns for fun and devours frozen pizzas for work.

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## EXPERIENCE

### Allied Vaughn, Remote — Freelance Copywriter

August 2025 - PRESENT

Craft headlines and website copy for thousands of Hilton brand hotels.

### Fooda, Remote — Freelance Copywriter

October 2025 - PRESENT

Compose salivary-gland-soaking headlines for OOH advertisements displaying across NYC.

### Fusion92, Chicago, IL — Copywriting Intern

June 2025 - August 2025

Created headlines, social media content, blog posts, emails, and web content for clients such as: ADM (food processing) – Heartland Dental (dentistry) – Love and Hugs (non-profit) – Nationwide Pet Insurance (insurance) – Universal Logistics (shipping and transport logistics).

### UPS, Mahwah, NJ — Media Communications Assistant

February 2016 - August 2016

Wrote for the weekly I.T. e-newsletter. Produced press releases and 5+ articles per week. Scripted, directed + edited informational videos. Consistently outperformed monthly content creation expectations.

### The Morning Show, Los Angeles, CA — Video Playback Coordinator

July 2022 - April 2023

Collaborated with GFX Artists to design, write copy for, and deliver, interactive effects for phones, TVs & computers featured in production. Our work was awarded a 2024 Emmy nomination for Production Design in a Narrative Contemporary Program.

### The Dr. Phil Show, Los Angeles, CA — Media Services Manager

September 2018 - May 2022

Supervised the ingestion, cataloging, and distribution of media assets for 30+ years of television. Thrived within the fast-paced, high- workload environment and was promoted twice within the first 1.5 years.

## AWARDS

**Silver Crowbar** (The Crowbar Awards)

**Runner-up** (Young Shits Advertising Club Competition)

**Semi-finalist** (Academy Nicholls Feature Film Script Fellowship)

**Semi-finalist** (Screencraft Feature Film Script Competition)

**Scholar-Athlete of the Year** (Patriot League, 2015)

## CERTIFICATIONS

**Intermediate SEO & Content Certification** (Perfect Search Media)

**SEO Certification** (HubSpot Academy)

## EDUCATION

**Master of Fine Arts, Screenwriting**  
Chapman University - 2018

**Bachelor of Arts, English**  
Lafayette College - 2015