

Toby Schwartz

An award-winning copywriter & screenwriter who conceptualizes eye-catching ad campaigns for fun and devours frozen pizzas for work. Wait...

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EXPERIENCE

Current Global, Remote — Freelance Copywriter

February 2026 - PRESENT

Ideate earned-first campaigns for Kingsford Charcoal, Bissell, MLS (Major League Soccer), Applebee's, Icy Hot, and Family Dollar.

Allied Vaughn, Remote — Freelance Copywriter

August 2025 - March 2026

Crafted headlines and website copy for Hilton brand hotels. Said "that's hot" alot. No one realized I was referencing Paris Hilton.

Fooda, Remote — Freelance Copywriter

October 2025 - November 2025

Composed salivary-gland-soaking headlines for OOH advertisements displaying across NYC and Chicago.

Fusion92, Chicago, IL — Copywriting Intern

June 2025 - August 2025

Created headlines, social media content, blog posts, emails, and web content for clients in food processing, dentistry, non-profit, pet insurance, and shipping logistics. Got called "Unc" by my fellow interns.

UPS, Mahwah, NJ — Media Communications Assistant

February 2016 - August 2016

Wrote press releases and 5+ articles/week. Scripted + edited internal videos. Outdid Tom Hanks and shipped myself across the country in a box.

The Morning Show, Los Angeles — Video Playback Coordinator

July 2022 - April 2023

Helped design and copywrite interactive effects for digital props featured in production. Earned a 2024 Emmy nomination for Production Design.

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

September 2018 - May 2022

Supervised the archival and distribution of 30+ years of TV media assets. Only cursed out Dr. Phil twice a day. Trust me, that's an accomplishment.

AWARDS

The Crowbar Awards

Silver Crowbar, 2026

Young Shits Advertising Club

Runner Up, 2025

Academy Nicholls Feature Film Script Fellowship

Semi-Finalist, 2023

Screencraft Feature Film Script Competition

Semi-Finalist, 2023

Patriot League

Scholar-Athlete of the Year

Baseball, 2015

CERTIFICATIONS

Intermediate SEO & Content Certification (Perfect Search Media)

SEO Certification (HubSpot Academy)

EDUCATION

Master of Fine Arts, Screenwriting
Chapman University

Bachelor of Arts, English
Lafayette College