



## Raef Harrison

COPYWRITER / EDITOR

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🌐 raefharrison.com

🌐 @raefharrison

📍 West Hollywood, CA

### SKILLS

- Content Strategy
- Brand Personality & TOV Development
- Line Editing
- Campaign Development
- Creative Brainstorming
- Mentorship
- Sending the Perfect GIF in Slack

### EDUCATION

**New York University**  
2010-2012

MS in Publishing

**University of Washington**  
2002-2006

BA in English

## EXPERIENCE

**Roku** / Brand Copywriter

*Nov. 2021 - Present*

Working cross-functionally to evolve brand voice for tentpole digital campaigns targeting customers in Roku's on-channel ad network.

**Dollar Shave Club** / Senior Copywriter *Aug. 2018 - Dec. 2021*

Creative strategy and copy development for product launches, brand campaigns, and social content. Mentored junior copywriter on team of three.

**Truffle Pig** / Copywriter + Strategist *Feb. 2017 - Aug. 2018*

Freelance content production, social strategy, and project management for various entertainment clients. Managed creative team of three.

**Tastemade** / Content Editor

*Nov. 2016 - Mar. 2017*

Contracted to produce editorial content for Tastemade's Snapchat Discover channel. Managed a stable of freelance writers.

**Hulu** / Editor

*Nov. 2013 - Nov. 2016*

Strategized off-channel editorial projects across digital platforms (blog, video scripts, social). Wrote copy for all homepage, vertical, and sponsored promotions.

**Scoutmob NYC** / Editor

*Sept. 2012-Sept. 2013*

Wrote for local editions of all Scoutmob products including mobile deals, e-commerce products, and articles for a daily newsletter.

**Plum Hamptons** / Associate Editor

*Apr. 2011-Sept. 2011*

Edited front-of-book and feature sections for seasonal travel + lifestyle magazine focusing on luxury markets (Hamptons).

**Thrillist** / Assistant Editor

*Feb. 2010-Apr. 2011*

Produced and edited daily newsletters for 19 markets across US/UK. Wrote and managed all branded/sponsored newsletters.