

## TOBE K. OKOCHA | CREATIVE DIRECTOR / COPYWRITER

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### **EXPERIENCE:**

#### **Quantasy**

**October 2022 -- Present**

*Senior Creative Copywriter*

Conceptualize and execute creative campaigns, commercials, rebranding projects, and experiential events for Honda, Target, Wells Fargo, Blackhawk Network, Giftcards.com, and Essence.

- Developed the concept and script for Honda's 2024 Prologue SUV commercial -- aired during Super Bowl LVIII
- Senior Honda DreamLab creative team member, tasked with creating digital brand content on Twitch and YouTube
  - Awards: 2024 Webby Honoree, 2023 Platinum Muse Award, 2023 OMMA Award
- Co-developed Honda DreamCab, an original short series shot on location at Clark Atlanta University, spotlighting the HBCU experience as students answered both Honda and school centric trivia questions for cash prizes
- Creative/Copy lead on Target's 2023 Black Beyond Measure campaign, featuring a national :30 TV spot
- Creative/Copy lead on upcoming Essence Dating App "Radiance," authoring tagline "Brighter dates ahead."
- Copy lead for Giftcards.com social media
- Managed junior copywriters and art directors on the team across multiple client accounts

#### **Burrell**

**December 2021 – December 2022**

*Creative Copywriter*

Designed and produced creative campaigns, OOH marketing, client branding projects and radio spots for Coca-Cola, Xfinity, McDonalds, American Red Cross and P&G clients.

- Successfully developed, pitched and sold Sprite's digital "Hook x Beats" stem player on sprite.com starring musician James Blake
  - Client approved \$250,000 USD budget to produce in support of their 2022 Rolling Loud festival sponsorship
- Wrote the script for American Red Cross' Fall 2022 radio spot
  - Client later requested an animated short video adaptation that premiered at Magic City Classic 2022
- Wrote social and promotional copy for McDonald's 2022 World Cup food delivery campaign

#### **InterEcho**

**September 2022**

*Independent Contractor: Creative Copywriter*

- Authored web copy for translation service company InterEcho's revamped brand identity and site.

#### **Concept Arts**

**May 2022 – June 2022**

*Independent Contractor: Creative Copywriter*

Delivered copy for studio, network and digital clients' key art.

- Oversaw copy for the official key art of streaming shows. Clients included HBO, Hulu and Netflix

#### **Leroy and Rose**

**July 2019 – July 2022**

*Independent Contractor: Copywriter, Audio/Visual & Social Strategist*

Oversaw copy and developed concepts for studio network client's key art and digital clients' marketing projects.

- Published tagline copy for clients including Disney, Apple, Warner Bros., Lionsgate, HBO, Netflix, FX, Hulu etc. on media deliverables: teaser and official key art; OOH supportive marketing, and FYC campaigns
  - Standout Original Copy Tagline Credits: Succession Season 3, Tom & Jerry, Eiffel, Lovecraft Country, Psych 3 This is Gus, Disney's Clouds, Grey's Anatomy S18, and Grammys 2021 marketing campaign

#### **424 on Fairfax**

**October 2020 – July 2022**

*Creative Consultant*

Produced creative campaigns for menswear brand 424, such as the brand's collaborative projects with adidas and Arsenal.

**Egg Theory****December 2020 – January 2021***Independent Contractor: Creative Copywriter*

Co-created brand identity and published web copy for Egg Theory's launch site.

**Hoka One One****November 2019***Stylist*

Styled and produced Hoka's first in-house apparel collection product shoot.

**HYPEBEAST****August 2014 – July 2019***West Coast Editor*

Expanded HYPEBEAST's global reach by cultivating its west coast presence as lead editor/point.

- Published over 500 stories on HYPEBEAST's online site, recognized by *TIME* magazine as one of the Internet's top 50 websites, annually garnering 900 million-page views
- Produced engaging media content, orchestrated talent/celebrity account takeovers and managed/moderated HYPEBEAST's social media accounts

**Kastner Los Angeles****January 2018 – March 2019***Creative Copywriter*

Lead Copywriter heading up marketing campaigns for Wise Snacks, Red Bull and other new business with campaign budgets exceeding 100M cumulatively.

- Crafted creative concepts and published copy for Wise Snacks social posts, in addition to promotional content for new product/flavor releases, and Wise's MLB partnership

**Mattel****August 2017 – November 2017***Customer Marketing Associate – Contract Assignment*

Project lead on designing and developing the Fisher Price, Barbie, Hot Wheels and Imaginext Amazon brand stores and oversaw Mattel's Amazon Vine program

- Designed wire frames and page segments, using Photoshop to recreate, edit, and upload new designs to brand pages
- Organized product data in Excel spreadsheets before populating Mattel's Amazon brand stores with items

**Creative Artists Agency****July 2015 – May 2017***Entertainment Marketing Assistant*

Served as right hand to four Marketing Executives overseeing Fortune 100 brands including the Coca-Cola portfolio, General Motors, Diageo, Neiman Marcus, Clorox, Wells Fargo, Umpqua Bank and The Honest Company client accounts.

**PERSONAL PROJECTS:****“Only a Decade”****February 2026***Creative Director and Photographer*

Selected to create an art installation to be featured on the doors of Helms Design Center throughout February 2026.

**“There Are No Words”****January 2025***Creative Director and Photographer*

Published and designed a wedding zine of original photographs.

**Oscar 2022 Naomi Scott****March 2022***Creative Director*

Creative Director and co-producer of actress Naomi Scott's 2022 Oscar photoshoot.

**Brent Faiyaz “Sonder Son” Los Angeles OOH Campaign and Magazine Ad****February 2018***Creative Director*

Creative Director for Grammy nominated musician Brent Faiyaz's debut album "Sonder Son" OOH marketing campaign.