

AYANA HAMPTON

Copywriter

OVERVIEW

Meet Ayana. Scroll-stopping copy founded in trends & research is her professional love language. She has a background in 500+ word content, DEI training, and BIPOC copy & ideation. Tech, CPG, RTW, and Wellness are just a few industries in which she's versed. Ayana's driven by brand tones, collaboration & down-home sensibility. Ongoing experience as a writer/producer/stand-up comedienne predicate a passion for this work.

CONTACT

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EDUCATION

MASTER OF FINE ARTS

CalArts

BACHELOR OF ARTS

Smith College

SHAKESPEAREAN ACE

British American Drama Academy

AWARDS

Hatchfund Program Awardee
Franklin Furnace Grant
Jill Cummins Maclean Prize
National Champion,
USA Track & Field
Ebony Feature

REFERENCES

Happily provided upon request.

WORK EXPERIENCE

COPYWRITER- 2012 - PRESENT

Create 360° collateral focused on story, brand voice, social media, and guest experience. Work closely with the Marketing Director. Samples are available upon request.

Clients Include:

King's Hawaiian Tender Greens Nope Totally Taryn Social

Previous Clients:

Bristol Farms Nestlé Ian's Sunny Fruit Picsart BNG

CONTENT MANAGER- 2022

LivePerson

Long-form content on brands & AI management

Research with subject matter experts

COPYWRITER +CONTENT CREATOR- 2012- PRESENT

Strausberg Group

Quantasy +Associates

The Gro Agency

CBS

LA Philharmonic

CalArts, MFA

Smith College, BA