

Words are my weapon of choice.

And *my voice* carries.





KICK-ASS CONTENT CREATOR

TAWNY ANN DE LA PEÑA

CREATIVE COPYWRITER

&

KICK-ASS CONTENT CREATOR



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Here's the deal.

This portfolio is organized in an easy-to-scan format, arranged according to target audience and tone. If the upcoming snippets pique your interest, just click the link provided to view the full piece.

Go on, check me out.





Sneak Peek



CLIENT

FileRight.com

TARGET AUDIENCE

Immigrants (and their loved ones) hoping to live the American Dream; those frustrated with the convoluted immigration paperwork process

TO NE

Emotional, Hopeful, Easy-to-understand

THE TAWNY TOUCH

Showcase the positive outcome of a painstaking process; pair a powerful image with an even more powerful statement

MY ROLE

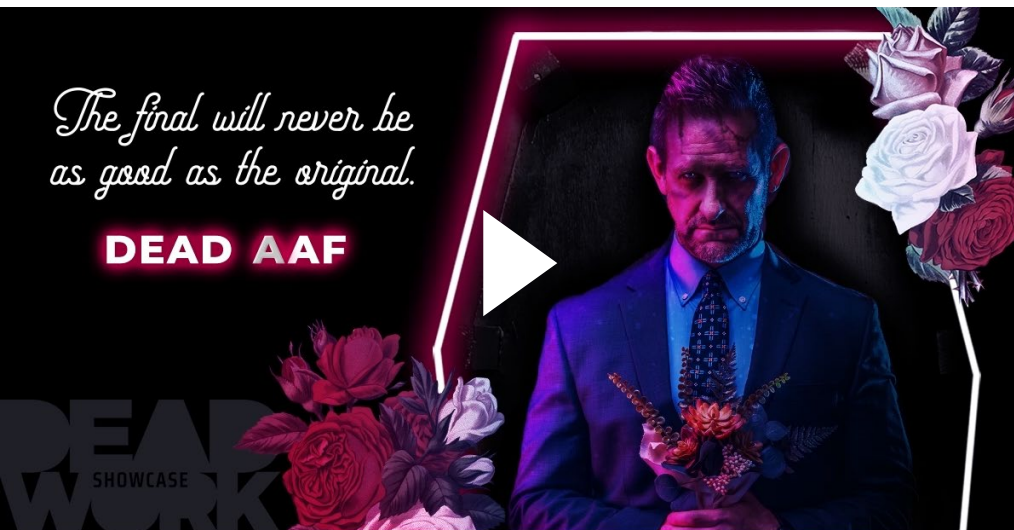
Copywriter & Producer — Fiancé Visa and My Immigration Story social campaigns

[VIEW FULL CREATIVE](#)



*Just because you can write
doesn't make you a copywriter.*

Sneak Peek



*The final will never be
as good as the original.*

DEAD AAF

CLIENT

American Advertising Federation
(Las Vegas Chapter)

TARGET AUDIENCE

Experienced creative professionals in the Las Vegas area interested in bragging rights to their unseen work and killed projects

THE TAWNY TOUCH

Empowering, Humorous, Clever

MY ROLE

Use honest but dark humor

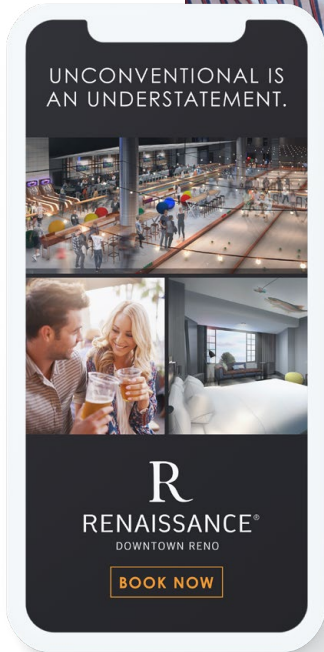
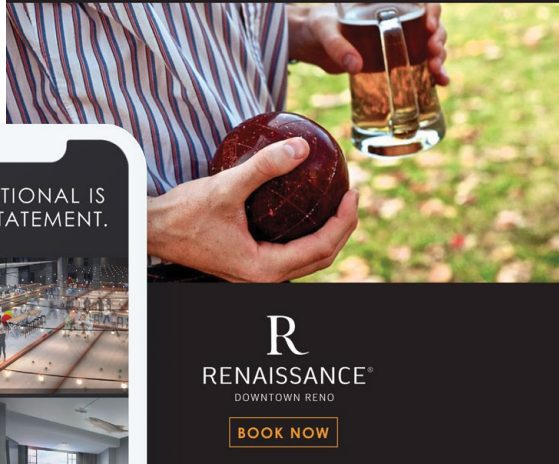
MY ROLE

Copywriter — entire digital campaign leading up to the event

[VIEW FULL CREATIVE](#)



BALLS. BEER. BUSINESS.



Sneak Peek



YOU'LL UNDERSTAND IT
WHEN YOU EXPERIENCE IT.

BOOK NOW



CLIENT

Renaissance Downtown Reno Hotel

TARGET AUDIENCE

Urban business professionals, new-age nomads, and overt hipsters passing through Reno for business or leisure; people looking for a place to spend their downtime

STONE

Experienced, Hip, Confident

THE TAWNY TOUCH

Speak to reader like you know they're more than their job but an explorer ready for the next adventure

MY ROLE

Copywriter — initial branding and grand opening campaign

VIEW FULL CREATIVE



CLIENT

Mosquito Hunters

TARGET AUDIENCE

Young entrepreneurs and couples looking for a low-cost franchise opportunity

TONE

Punny, Lighthearted, Informative

THE TAWNY TOUCH

Entice the reader with intentionally corny humor and hook them with fact-based content

MY ROLE

Copywriter — franchise-facing marketing materials, including brochure, webinar presentation, event flyers, print ads, etc.

[VIEW FULL CREATIVE](#)

Sneak Peek

MOSQUITOES CAN FLY, BUT THEY CAN'T HIDE

Mosquito Hunters is building a business based on improving the quality of life for the people and animals in our communities. And although our product is human-, pet- and plant-friendly, it's *no amigo to mosquitoes.*



Sneak Peek

The production takes place at The McKittrick Hotel. The story behind the venue is that back in 1939, The McKittrick Hotel was intended to be “New York City’s finest and most decadent luxury hotel of its time,” according to their website. After the outbreak of WWII, the iconic hotel was supposedly condemned and left padlocked for years to come, six weeks before its grand opening. Until now...dom dom dom (ominous music plays in the background). Unfortunately, this captivating story is a fictitious part of the show’s branding and theme. But, it had you there for a second, though. Right? The truth is, The McKittrick Hotel is a combination of three separate warehouses in Chelsea, modeled after the one from Alfred Hitchcock’s “Vertigo.”

CLIENT

NoMo SoHo

TARGET AUDIENCE

Bougie Big Apple visitors, New York elite, and ahead-of-every-trend fashionistas who are either Kim Kardashian or hate her (but want to be her)

TO NE

Trendy, Modern, High-End

THE TAWNY TOUCH

Write as if a juicy secret is always at the tip of your tongue

MY ROLE

Copywriter — curate and write all blog content

[VIEW FULL CREATIVE](#)



Sneak Peek

#MomentsThatMatter

From strengthening relationships between parents and their children to action-packed fitness classes that keep kids active and engaged, we are in the business of fostering *moments that matter*.

My Gym Kids feel happier, healthier and more confident because our programs are designed with their best interest in mind. We keep them on their toes while building their self-esteem. But the best part about owning a My Gym is the memories we make inside of it. We *really* are making a difference, one community, one parent, one child at a time.

CLIENT

My Gym

TARGET AUDIENCE

Mothers re-entering the work force and couples who are interested in owning a business that matches their morals and values

STONE

Playful, Heartfelt, Nurturing

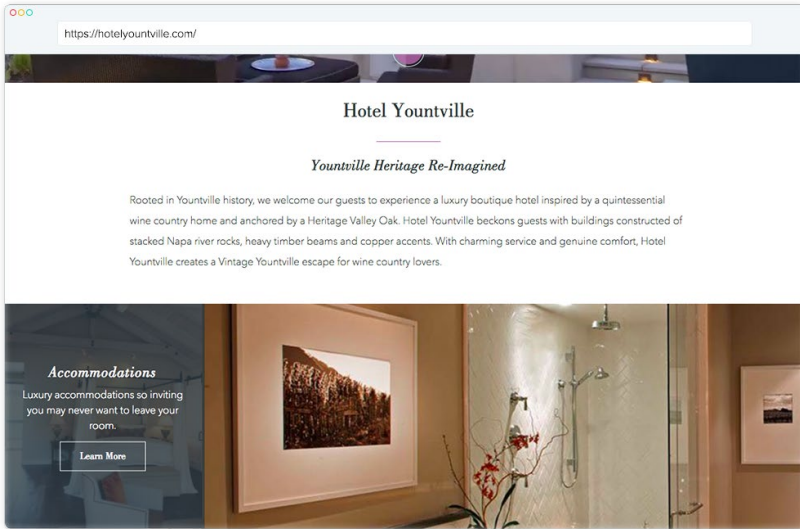
THE TAWNY TOUCH

Use emotional storytelling to remind the reader why they love being a parent

MY ROLE

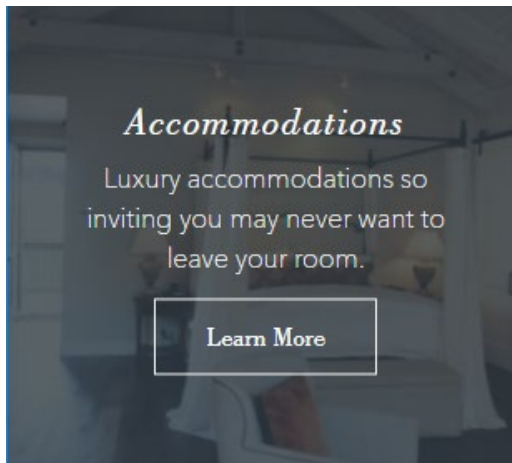
Copywriter — franchise opportunity PPC campaign, including landing page and email funnel

[VIEW FULL CREATIVE](#)



Hotel Yountville

REMINGTON



Sneak Peek

The Art of Food and Wine in the Heart of Napa Valley.

Heritage Oak is recognized as one of the best restaurants in Napa Valley. A flower-lined path leading to the restaurant is only the beginning of Heritage Oak's charming and inviting atmosphere. Upon arrival, notice the unique architecture boasting dark wood décor with hints of olive green tones. Wet your appetite at "The Bar," located in the hotel lobby, featuring light bites and specialty cocktails.

CLIENT

Hotel Yountville

TARGET AUDIENCE

Nouveau-chic socialites looking to "wine down" in Wine Country

tone

Luxurious, Quaint, Elegant

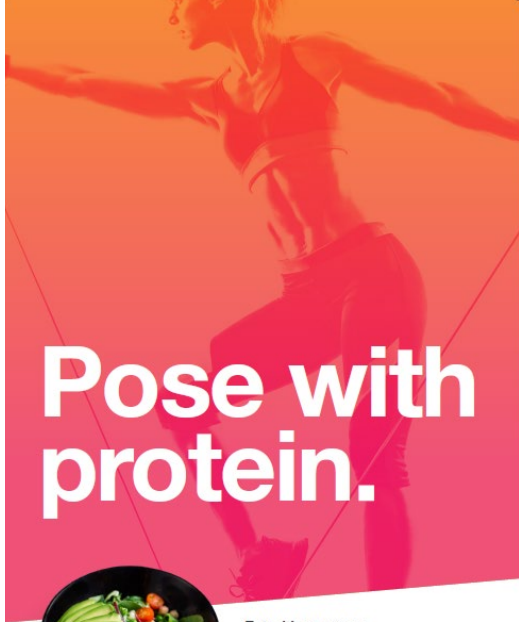
THE TAWNY TOUCH

Paint a vibrant picture of the atmosphere (much like a storybook)

MY ROLE

Copywriter — entire website (minus client-requested edits)

[VIEW FULL CREATIVE](#)



Pose with protein.



Eat with a purpose.
When it comes to building your best physique, exercise is only half the battle. In order to reach your goals, you must eat the way you train, with purpose. At PROTEINHOUSE, we only use fresh, nutrient-rich ingredients to promote muscle repair and recovery. So, eat up. Conquer your next set of reps.

PROTEINHOUSE
HEALTHY • FIT • KITCHEN
PROTEINHOUSE.COM

Sneak Peek



Power your PR.



Eat with a purpose.
When it comes to building your best physique, exercise is only half the battle. In order to reach your goals, you must eat the way you train, with purpose. At PROTEINHOUSE, we only use fresh, nutrient-rich ingredients to promote muscle repair and recovery. So, eat up. Conquer your next set of reps.

PROTEINHOUSE
HEALTHY • FIT • KITCHEN
PROTEINHOUSE.COM

PROTEINHOUSE

HEALTHY • FIT • KITCHEN

CLIENT

Protein House

TARGET AUDIENCE

Bodybuilders, physique models, and extreme fitness enthusiasts who don't want to compromise taste when it comes to eating healthy

TONE

Empowering, Motivated, Assertive

THE TAWNY TOUCH

Be short, concise, and speak the language

MY ROLE

Copywriter — Direct mail and on-site marketing collateral

[VIEW FULL CREATIVE](#)

Brands I've Touched





**THERE'S MORE WHERE THAT
CAME FROM.**

Just ask.

TAWNY ANN DE LA PEÑA



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