



THOMAS HIPCHEN

Creative Writer, Digital Producer and Content Specialist

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WORK EXPERIENCE

Creative Writer / Digital Producer

Self-Employed

Jan. 2020 - Current

Freelance

- Create, write, pitch and produce satirical news articles, episodic radio plays/podcasts, one-panel comics, pilots and spec scripts
- Provide production and publicity services to animation and entertainment clients including *The Other Wife* (TV Series), RebCat Creations and DreamArc Studios

Independent Musician / Music Producer

Oct. 2013 - Current

- Track drums/percussion and keys in recording sessions, edit and transfer audio production files and metadata, book/organize concerts and live performances

Communications Coordinator

Northwestern University - CASMI

Jun. 2022 - Dec. 2022

(Contract)

- Developed the communications strategy and managed its implementation for a multi-institute research center (CASMI) and student collaboration group (AI@NU)
- Wrote/edited research papers and documents for general audiences, pitched/placed pieces in national publications, drafted and distributed newsletters

Social Media Specialist

Wintrust Mortgage

Sep. 2019 - Jan. 2020

(Contract)

- Wrote, designed and deployed social content for the official corporate pages and the business pages of over 200 lending professionals and branches
- Developed content strategy from analytics and data findings which increased engagement over 30% across LinkedIn, Facebook and Twitter

Marketing Assistant

Ticketmaster

Aug. 2018 - Apr. 2019

(Contract)

- Consolidated and migrated digital content assets from the legacy databases of Ticketmaster, TicketsNow and Live Nation
- Contract extended for exceptional performance and brought into marketplace research and fan-club/fan-engagement projects

INTERNSHIP EXPERIENCE

Music & Entertainment Publicity Intern

Biz 3 Publicity

Aug. 2018 - Apr. 2019

- Drafted press releases, social posts and EPKs for music/entertainment roster including Hannibal Buress, Anderson .Paak, AfroPunk and Adult Swim
- Welcomed to return after initial internship duration and took on the coordination of interviews, photo shoots, guest performances and set visits

Intern to Admin. / Publicity Assistant

Jeff McClusky & Associates

Jan. 2018 - Jun. 2018

- Built out contact lists, market performance reports and radio/streaming data
- Internship extended into administrative and publicity assistant role in which I managed email/press outreach, travel itineraries and artist web content

Copywriter Intern

Upshot Agency

Jun. 2017 - Aug. 2017

- Generated campaign briefs, wrote copy and conceptualized sweepstakes for Constellation Brands (Corona/Modelo), Tazo Tea and Johnson & Johnson
- Developed, prototyped and pitched immersive UX for CoronaUSA.com

SKILLS

- **Production:** Adobe (Photoshop, InDesign, Premiere), Final Draft, Avid (Pro Tools, Media Composer), Canva, Ableton Live
 - **Web/CMS:** WiX/EditorX, WordPress, Squarespace, Hubspot, Hootsuite, Cision, Mailchimp, Constant Contact, Meltwater
 - **Productivity:** Microsoft (Word, Excel, Outlook, Teams), Google (Workspace, Ads, Analytics), Slack, Asana, Basecamp
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EDUCATION

University of Missouri - Columbia

Bachelor's of Journalism

Aug. 2013 - May 2017

- Digital Producer at KOMU 8 (NBC Local), MU Jazz Ensembles, Mizzou Music Management, We Always Swing Jazz Series, Higday Mozart Outreach Program, Certificate of Multicultural Studies, Dean's List