

# IAN YOUNG

Writer + Creative

Los Angeles, CA  
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## Profile

Creative and results-driven Copywriter with a strong background in conceiving and writing across digital, social, TV, and experiential platforms. Proven success in high-pressure agency environments, delivering campaigns for top-tier brands such as adidas, T-Mobile, FanDuel, Uber Eats, Apple, and Hulu.

## Experience

### Copywriter | 2023 - Present

#### **.Monks**

- Led successful new business pitches, including the 2025 FIFA Club World Cup.
- Led T-Mobile's Sponsorships copy.
- Created culturally resonant content for Adidas, achieving strong native presence across platforms.
- Developed high-engagement social-first campaigns for FanDuel.

### Jr. Copywriter | 2022 - 2023

#### **Decoded Advertising**

- Concepted and wrote scripts for Uber Eats' 2023 & 2024 Super Bowl campaigns.
- Produced Metro by T-Mobile's 2022 World Cup campaign with 25M+ TikTok views.
- Developed social ads and product campaigns for T-Mobile and Metro.
- Sold and produced the agency's first Apple OLV spot.

### Associate Post Producer | 2019 - 2022

#### **Whitehouse Post Productions**

### Pro Hockey Player | 2015 - 2018

#### **A lot of places**

## Skills

### Professional

- Copywriting
- Scriptwriting
- Content Strategy + Messaging
- Digital Media (Paid + Organic Social, OLV)
- Traditional Media (Broadcast, Print, OOH)
- 360 Degree Campaigns
- Experiential + Activation Concepts
- Production Coordination
- Video Editing

## Education

### **B.A. Economics**

Colorado College  
2011-2015

### **Copywriting**

Bookshop School for Ads  
2020-2021