

IAN YOUNG

Writer + Creative

Los Angeles, CA

ianyoungguy.com

iankyoun7@gmail.com

Profile

Creative and results-driven Copywriter with a strong background in concepting 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