



Writer / Creative • [samanthaholler.com](http://samanthaholler.com) • [hi@samanthaholler.com](mailto:hi@samanthaholler.com) • +1 (714) 454-6533

# Hi, Holler, Hello.

**FREELANCE** | Creative Lead, Copywriter

**April 2023 - Present**

**META** | Associate Creative Director

**October 2021 - April 2023**

Creative lead and strategic writer, helping leadership and product teams solve complex communication problems through creativity and storytelling

**ADOBE** | Senior Copywriter

**September 2019 - October 2021**

Copy lead across Adobe XD, Adobe MAX, Creative Cloud for Teams

**UBER** | Senior Copywriter

**May 2017 - August 2019**

Content strategist and global creative for Uber Eats and partners, including McDonald's, Starbucks, Popeyes, KFC, Subway, and A&W

**JUNIOR DIGITAL** | Copywriter

**October 2016 - April 2017**

Bud Light, IBM

**ARGONAUT** | Jr. Copywriter

**April 2013 - September 2016**

Sephora, Code Tenderloin

**Bachelor of Arts, Marketing & Communication Studies**

University of San Diego, 2008–2012

**Media & Foreign Relations, Florence, Italy**

Firenze University of the Arts, 2010

**Killing My Lobster: Comedy Sketch Writing**

San Francisco, 2016–2017