



allison
tanenhaus

slogansfornothing@gmail.com
allisontanenhaus.com

Creative Director ▪ Senior Copywriter ▪ Digital Artist

Education

Harvard University

English and American
Literature and Language (B.A.)

*Studied under Zadie Smith,
Amitav Ghosh, Elisabeth Subrin*

Emerson College

Copyediting (Certificate)

Awards + Press

Pitchfork
Adweek
The Boston Globe
Chicago Tribune
Hatch Awards
Artscope
International Computer Art Forum

Software

Video + Design

Premiere Pro
Photoshop
InDesign

Web

Mailchimp
Spacespace

AI

Midjourney
DALL•E
Runway
starryai
Leonardo AI
Playform
Topaz Labs
Kaiber
ChatGPT

Experience

Senior Copywriter | Dentsu Creative

Dreamt up commercials, campaigns, loyalty plays,
sandwich names, and social stunts for QSR giant Subway.

2022–2024

Creative Director, Digital Artist | Slogans for Nothing

Produce trippy art installations, glitchy videos, and promo
graphics for bands and brands. Clients include the ICA
Store, Aeronaut Brewing, In Your Ear Records, Ninja Tune,
and New England Synth Fest.

2016–present

Senior Copywriter | Zipcar

Created award-winning campaigns and assets (print, digital,
OOH, experiential, email, swag, social, video, infographics)
and managed junior team members and squad of freelancers.

2014–2018

Senior Writer/Editor | Northeastern University

Developed clever, compelling marketing materials
(taglines, ads, articles, web, social) to engage 215,000
alumni, attract 160,000 prospective students, and win
handfuls of CASE Awards.

2008–2014

Programming Manager | Brightcove

Curated homepage content, wrote daily blog and weekly
newsletter, and liaised with media clients for video startup.

2006–2008

Internships

MTV News Online

2004

Tiger Beat Magazine

2001

Edelman

2002

CNN Financial News

2000