



TINO GONZALEZ-KAKOURIS

EXPERIENCE

ASSOCIATE CREATIVE DIRECTOR

Mutiny | Los Angeles, CA | August 2023 - December 2023

- Lived out my childhood dream of playing video games as a job by launching the social channels for Meta Horizon Worlds—Meta's first integrated-virtual reality-online-multiplayer-gaming-social platform (pew, say that 10x in a row).

ASSOCIATE CREATIVE DIRECTOR

Decoded | Los Angeles, CA | December 2022 - July 2023

- Turned up the social media presence and built a new identity for T-Mobile to go beyond high-speed internet and smartphone offers by creating socially-native content that speaks to a meme-obsessed younger (and cooler) audience.

SENIOR COPYWRITER

Instacart | Los Angeles, CA | November 2021 - December 2022

- Produced tv + radio scripts, social campaigns, product launches, creative platforms, photoshoots, CRM blasts, a lot of cart puns, and oh yeah... a HUGE rebrand campaign featuring the likes of Grammy winner Lizzo. Can I get a “baby how you feelin’?” (Feeling good as hell).

SENIOR COPYWRITER

TripAdvisor | New York, NY | July 2020 - November 2021

- Rebranded TripAdvisor with a fresh new tone and personality by launching the “Vacations Miss You” brand campaign that got people excited about travel in a post-pandemic world.

SENIOR COPYWRITER | CREATIVE STRATEGIST

Pinterest | San Francisco, CA | October 2018 - July 2020

- Assisted the most inspiring company in the world to go IPO by creating campaigns for over 70 different brands under multiple verticals. Hosted and led creative workshops around the country to educate, inspire, and empower Pinterest's advertising partners on how to optimize brand creative and increase sales lift.

COPYWRITER

David & Goliath | Los Angeles, CA | April 2017 - October 2018

- Created tv, radio, OOH, social, and digital campaigns for Jack in the Box, California Lottery, and Kia.

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EDUCATION

Master of Arts

Copywriting
Miami Ad School, Miami, FL
August 2016

Bachelor of Arts

Communications
Florida State University, Tallahassee, FL
August 2011