



Deadpan Derek

Copywriter

Derek Tucker

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ABOUT ME

I've come a long way from my covert life in the shadows as an Intelligence Specialist for the Navy to winning a D&AD Yellow Pencil for how loud my work can be. I've realized growth requires being as adaptable as possible.

The array of skills I've acquired are transitioning surprisingly well into the advertising industry.

My career objective is to work in a setting that provides me opportunities to grow as a copywriter and improve my industry knowledge.

HOBBIES

- Building anything -
- RV/van conversions -
- Being bad at video games -
- Creating new workout routines -

AWARDS

D&AD
New Blood Yellow Pencil | (2019)

SCAD
SCAD Start-Up | Bronze | (2019)
Dean's List (2018-Present)

Military | Worth a Google
2 Air Medals (2015)
NAO Wings (2014)
GWOTE (2014)
JSAM (2012)

TIMELINE

2020

Graduated SCAD.

Currently applying for my first advertising job. My fate is in your hands. Right now, you're a part of history.

2019

Won an award.

Went to London and won a Yellow Pencil at the D&AD New Blood Awards.

2016

Started SCAD.

Began learning from some of the best in the business.

2014

Deployed all over the globe.

Single-handedly saved the world at least eleven times (with help from friends).

2010

Joined the Navy.

Worked in intelligence. Did things that gifted me a deadpan sense of humor and bad knees.

WORK EXPERIENCE

Presently: Freelance Copywriter

Storytelling. Branding. Digging deep for what truly makes a brand unique to come up with stories my mom will love.

Previously: Intelligence Specialist

Selective synopses. Stories I legally can't tell my mom. Collected and analyzed raw information to produce and brief operational intelligence products.

EDUCATION

2016 - 2020

SCAD | Savannah, GA

B.F.A. Advertising and Branding

2010

NMITC | Dam Neck, VA

Certificate of Intelligence Studies

TECH SKILLS

Adobe After Effects

Adobe Photoshop

Adobe Illustrator

Adobe Premiere

Adobe InDesign

HTML

SEO

CSS