

Samantha Ruddy

Copywriter, Social Strategist, and Digital Producer

Contact: SamanthaRuddyComedy@Gmail.com

Website: <http://SamanthaRuddy.com>

Portfolio Link: [RuddyPortfolio](#)

Experience

Dentsu Creative, Senior Copywriter, Social, 2023-2024

- Transitioning fast food brand Subway to Dentsu and revamping their social tone of voice.
- Crafting both paid and organic social content for Sony and Subway.
- Writing TikTok, Meta, and Instagram Reels content for influencers and brand partners.
- Consulting on “above the line” work including product naming and experiential stunts.

Full Frontal with Samantha Bee on TBS, Digital Producer/Copywriter, Sept 2019-July 2022

- Wrote social copy, weekly commercials, and straight-to-camera monologues for Sam to deliver that were regularly shared by influential people such as Padma Lakshmi, Hillary Clinton, and Vice President Kamala Harris.
- Scripted and produced social content ranging from web series to reactive tweets as a member of Full Frontal’s Emmy Award-winning digital team.
- Crafted both creative and SEO-minded copy for marketing efforts such as the Clio Award-winning “#MailedIt” campaign, which was the #1 trending topic on Twitter and shared by hundreds of celebrities.

Other Experience

Grey Midwest, Freelance Senior Copywriter, 2024

G/O Media, Freelance Branded Content Writer, 2022-2023

Coal Mine Tees, Social & Branding Consultant, 2023

- Implemented a social ad plan that increased site traffic 435%

Roswell Studios, Freelance E-commerce Copywriter, 2022

Firebrand Communications, Freelance Copywriter, 2017-2019

Collegehumor, Contributing Writer, 2015-2018

Reductress, Contributing Writer, 2015-2016

Proof That I’m Interesting

- Performed standup comedy on both The Late Show and The Tonight Show
- Nominated for 2019 Shorty Award for “Best Comedy Social Media Account”
- Four-time official announcer at NYC Pride
- Appeared in videos for Marvel and Comedy Central

Education

Syracuse University - B.S. Information Management & Technology, Cum Laude