

Pia Bergman

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COPYWRITER CREATIVE CONSULTANT

COPYWRITER

Razorfish, NYC [June 2016-Present]

Advertising Agency

- Copywriting for email marketing and partnership opportunities for Sapphire and Freedom credit cards
- Clients include: JP Morgan Chase

The Group, NYC [August 2016-Present]

Advertising Agency

- Freelance brand consultant and copywriter for 4 West Village restaurants: Olio e Piu, Dominique Bistro, Akashi & Boucherie
- Projects include restaurant launches, website copy and concept, PR releases, and merchandise packaging

Opperman Weiss, NYC [Jan 2014-June 2016]

Advertising Agency

- Freelance copywriting for client decks, new packaging design and product launches
- Clients include: Drambuie, Avion & Chobani

CREATIVE CONSULTANT

Maryam Nassir Zadeh, NYC [Jan 2014-April 2016]

Women's Fashion Brand

- Creative brand consulting with a focus on business structure and brand identity
- Creative of collection materials for showroom sales
- Writing media and PR releases including giving interviews and editorial outreach for Vogue.com, Business of Fashion, WWD, Yahoo Fashion and more.
- Producer and creative director for fashion videos and look book photography featured on Vogue.com

Ana Kras, NYC [Jan 2013-Present]

Furniture Designer/Artist/Photographer

- Consulting for artist collaborations with fashion companies such as Band of Outsiders and Chloe
- Crafting pitches and presentations for brand collaborations

FASHION DESIGN / PRODUCTION MANAGER

Maryam Nassir Zadeh, NYC [Jan 2014-April 2016]

Women's Fashion Brand

- Selecting and designing fabric, trim, buttons, and inspiration images
- Translating designs from studio sketches to fully fashioned samples: full production process
- Main contact for all domestic and foreign factories and fabric mills
- Managing and coordinating all shipping and invoicing for domestic and foreign stores

Rodarte, LA [Feb-July 2012]

Women's Fashion Brand

Knitwear Apprentice & Studio Intern

- Knitwear production management of several hand knitters and design assistant
- Research and archiving past and future collections
- Sourcing trim & materials locally
- Interfacing with cut & sew factories
- Quality control

Education:

Reed College, Portland OR 2007-2011

BA Anthropology

Thesis: *Breaking Soviet Unity: deterritorialized multiplicities in samizdat texts*

References:

Jana Welch, Creative Manager (212) 226-2324

Tim McKee, Creative Director timothy.mckee@roargroupe.com

Dejan Lukic, Anthropologist (646) 247-2448