

COPYWRITER

Gabriel Lichstein

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PROFILE

Award-winning copywriter who has worked across broadcast, social media and OOH. Adept at collaborating with cross-functional teams to deliver polished, on-brand messaging and big ideas.

EXPERIENCE

MARCH 2026 - PRESENT

Copywriter, Freelance

Crafting high-impact copy for diverse digital platforms translating creative briefs into flexible, on-brand narratives.

JAN 2020 - MARCH 2026

Copywriter, RPA, Santa Monica, CA

Concepted and wrote 360 campaigns for Honda, PBS Kids, ARCO and new business pitches. Gave active feedback throughout the production and post-production process. Wrote engaging social copy tailored to the brand and platform. Developed ideas for the RPA podcast.

FEB 2015- DEC 2020

Treatment Writer, Freelance

Wrote hundreds of treatments for dozens of directors on commercials, long form, experiential and social projects for everything from cars to shoes to burgers for companies including Smuggler, RSA and Psyop.

JAN 2008 - FEB 2015

Screenwriter/Director, Freelance

Developed a film based on my life story for Academy Award-winner Mark Johnson (*Breaking Bad*, *Rain Man*). Wrote a talking animal movie for Academy Award-winner Al Ruddy (*The Godfather*, *Million Dollar Baby*).

Wrote and directed short films that were accepted to festivals in Los Angeles, New York, Montreal, Clermont – Ferrand, France and Sao Paulo Brazil and are in the permanent collection of the Santa Barbara Museum of Art and Arizona State University Art Museum.

EDUCATION

MFA in Film Production, University of Southern California

BA in Visual Media, American University- Cum Laude

Copywriting Course at The Book Shop School for Ads

AWARDS

American Advertising Award- -Gold Corporate Social Responsibility Film

One Show - Bronze Pencil - Products for Good

ADC Bronze Cube - Design For Good - Product Design

Merit Product Design - Children's

Epica Awards - Silver Award - Product Design

Children's & Family Emmy® Award - Nominated Outstanding Promotional Announcement