

# Tom Hägglöf

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## Nice to Meet You!

I'm Tom, an award-winning creative and team leader with a particular passion for video and long-term brand building. I am looking to move away from the agency scene and give my all to a single brand that I can nurture and evolve with a full-focused and passionate intent. I'm quick with a joke, even quicker with a smile, and leverage my empathy to lead brands to successfully connect with their audiences.

## Experience

### AOR, inc.

ASSOCIATE CREATIVE DIRECTOR

Denver, CO

February 2024 – Present

- Continuing with all responsibilities from previous role while also taking on high-level strategy for all clients
- Mentoring and overseeing other creative team members, developing growth plans and their capabilities
- Playing a pivotal role in agency development, networking, and new business strategies

### AOR, inc.

SENIOR COPYWRITER

Denver, CO

March 2020 – February 2024

- Developed strategy, creative, and presentations for new business pitches
- Wrote copy for 20+ clients across all channels
- Developed new brands and completed re-brands including full brand messaging and identities
- Named several new buildings, brands, and products
- Assisted in the development and lead of the agency's video capabilities
- Helped familiarize new clients with the agency experience, gaining their trust
- Concepted and created 360° campaigns

### AvrettFreeGinsberg (AFG&)

COPYWRITER

New York City, NY

July 2016 – February 2020

- Worked on 15+ accounts including Purina brand portfolio, luxury spirits, and over-the-counter health products
- Developed work across multiple channels: TV, Print, Radio, Digital, Experiential
- Gained proficiency directing voice talent
- Worked on and presented multiple new business pitches
- Became skilled at quickly switching gears, always working on multiple brands in a day
- Started as an intern and was hired full-time within 3 months

## Education

### Boston University

BS - COMMUNICATIONS IN ADVERTISING WITH A CONCENTRATION IN ENGLISH

Boston, MA

May 2016

## Skills

**Languages:** Swedish & English (Native)  
Conversational Spanish

**Software Skills:** Microsoft Suite, Google Suite, Keynote  
Photoshop, Illustrator, InDesign  
Wordpress, Squarespace, Wix  
ChatGPT and multiple other generative AI tools

**Soft Skills:** Creative presentations. Team leadership. Concept development. Creative strategy.  
Being annoyingly good at finding typos and brand inconsistencies

## Hiring Me...

...MEANS HIRING SOMEONE HUNGRY FOR A CHALLENGE WHO WILL GALVANIZE YOUR TEAM AND SWEAT EVERY LAST PIXEL AND PERIOD IN THE PURSUIT OF PERFECTION.

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