

About

Shakyra is a copywriter currently based in Detroit, but open to relocation. Most people call her Shak like the basketball player.

For the past decade, her unique blend of conceptual craft and strategic insight has shaped 360 campaigns, films, digital activations, and more for brands of all sizes.

She aims to tell stories that spotlight unheard voices, that are meaningfully additive to culture, and that help brands be more well-liked. She also spends way too much time online.

Currently

**VIRTUE Worldwide, the creative agency by VICE Media**  
**Senior Creative**  
Remote  
2021 — present

Leading the creative inception and selling of ideas, overseeing end-to-end production, and managing junior creatives on various projects for poppi, Delta, Planned Parenthood, Logitech and more.

Previously

**Wieden + Kennedy**  
**Creative**  
New York  
2021

Developed films, digital activations, and social content for @FordBronco and across the Ford ecosystem.

**VIRTUE Worldwide**  
**Creative**  
New York  
2019 — 2021

Created film campaigns, product launches, digital activations, and social content for Beats by Dre, Target, HBO Films, and All Nippon Airways.

**VICE Media**  
**Creative Intern**  
New York  
2018 — 2019

Supported the VICE+ Brand Partnerships team in the conception and development of editorial and co-branded content.

**Freelance**  
**Copywriter**  
Australia  
2017 — 2019

Took on small projects as a part of a now defunct, independent copywriting-focused agency based out of Melbourne.

**TBWA\Chiat\Day**  
**Strategist**  
Los Angeles  
2014 — 2017

Helped craft strategic briefs and provide cultural insights for brands like Gatorade, Netflix, and Airbnb.

Likes

Architecture, being an adult gymnast, techno music, museum gift shops, niche magazines, bootlegs from the beauty supply store, Detroit-style pizza, talking with her hands for emphasis, and items made out of plywood