

**TAMAR HALPERN**

Copywriter + Creative Producer

[Tamaroland@icloud.com](mailto:Tamaroland@icloud.com) 323.240.5800

**CROSS-PLATFORM COMMUNICATION**

-emails, letters, notices, buckslips, banners, posters, website comms-  
Blue Shield of California

**SOCIAL MEDIA**

Look What She Did

CBS Studios – various shows

Mark Burnett

Instagram

**WEBSITE + BRANDBOOK**

Lume

Fruitstitute

Raw Garden

Lume

**COMMERICALS + DIGITAL MARKETING CAMPAIGNS**

DeBeers

Visa

FIFA

Stuller

YSL

Amazon

Lawyers.com

WalMart

Armani

Various political candidates

DPS, Diamond Professional Services

In-house Copywriter for SpotRunner Agency

**VR**

EventBrite

**TV**

Everyday Luxe

Breaking the Day

**EDUCATION**

BA Broadcast Journalism, USC/MFA Film Production, USC

# TAMAR HALPERN

CROSS-PLATFORM PROFESSIONAL WRITER + CREATIVE PRODUCER

323-240-5800

[www.TamarolandPictures.com](http://www.TamarolandPictures.com)

[tamaroland@icloud.com](mailto:tamaroland@icloud.com)

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## CORPORATE

### Senior Copywriter Blue Shield of California

- Health care. Wrote member emails, member letters, buckslip mailers, direct mailers, tabletop displays, banners, posters and postcards.

### Senior Copywriter Lume

- Medical service spa chain. Wrote company brand book and website copy.

### Senior Copywriter Fruitststitute

- Agriculture and fruit tree care service. Wrote new website copy, rebranded, created bios for company leads.

### Senior Copywriter Nestle.com

- Candy company. Authorized by the Roald Dahl Estate (*Charlie and the Chocolate Factory* writer) to write a branded Choose Your Own Adventure series starring Willy Wonka.

### Senior Copywriter SpotRunner

- Wrote dozens of TV commercials, radio spots, banner ads and digital marketing campaigns as an in-house copywriter at SpotRunner. Worked with Creative Directors and Sales, client facing. Created pitches, scripts, commercials, and viral campaigns for online, TV and radio. Clients include Pepsi, WalMart, Amazon, Diamond Professional Services, De Beers, Stuller and Lawyers.com.

### Creative Producer + Copywriter Look What She Did

- Non-profit sector. Created and branded social media copy and look.

### Producer + Copywriter Freshwire

- VISA credit card marketing campaign series. Wrote voice over scripts and titles to ensure on-brand storytelling.

### Copywriter Yves Saint Laurent

- Cosmetics. Rewrote scripts for YSL digital marketing series, client facing, agency liaison.

### Copywriter Armani

- Cosmetics. Rewrote scripts for Armani digital marketing series, client facing, agency liaison.

### Creative Producer + Copywriter Raw Garden

- Cannabis manufacturer. Rebranded website.

## FILM

### Producer + Writer Feature documentary LLYN FOULKES ONE MAN BAND

- Netflix, iTunes and Amazon. "Undeniably fascinating," Variety. "A joy to watch," Hollywood Reporter.

**Writer** Feature film book adaptation JEREMY FINK AND THE MEANING OF LIFE

- Wrote in the voice of New York Times Bestselling YA author Wendy Mass. Starring Mira Sorvino, Joe Pantoliano and Michael Urie.

**Writer** Feature film SHELF LIFE

- “A whip smart film that taps into a fresh source of American comedy,” Variety. Stars Betsy Brandt of *Breaking Bad*. Amazon, Netflix, iTunes.

**Writer** A&E Feature films

- Wrote five thrillers for Lifetime and A&E, which were produced and aired 2017-2020

**Producer + Writer** Short film DEATH TAXES AND APPLE JUICE

- 40+ film festivals, winning 16 awards including Boston Women in Comedy.

**Writer** Feature film book adaptation SOME OF TIM’S STORIES

- Hired to adapt a book by SE Hinton (*The Outsiders, RumbleFish*), honoring her voice in the screenplay.

**Writer** Feature film true story adaptation YOU BELONG TO ME

- Hired to conduct extensive Interviews with family of the deceased subject, researched to authentically write in the regional vernacular.

**Writer** Feature film true story adaptation NELLIE BLY

- Hired to write life story of daring 1890’s journalist Nellie Bly. Researched time period, wrote in authentic voices of the era.

**TV**

**Story producer + Writer**

- Endemol/ICON. Beauty/lifestyle show *Everyday Luxe*, wrote scripts and titles to fit into existing show and honor brand content.
- Karga 7/RedBull. *Breaking The Day* documentary series.

**NEW MEDIA**

**Writer + Director, Digital Marketing Series** CBS Studios

- Wrote viral videos to promote a variety of CBS shows. Agency hire.

**EDUCATION**

BA, Broadcast Journalism USC

MFA, Film and TV Production USC

**WRITING AWARDS + PUBLICATIONS**

Writing Fellow, Hedgebrook, a funded writing retreat for women

Published Fiction, Joyland Magazine, Sundress Fiction, Byline Publishing, winner Best Short Fiction 2014

Published Non Fiction, Huffington Post, Gulf Coast, SheRa Magazine, Ms In The Biz

Ghostwriter and editor of best-selling book All About Me

Guest lecturer USC School of Cinema/TV – screenwriting

The Jack Oakie Comedy Screenwriting Award

Paramount Screenwriting Fellowship Award

Black List

Familiar with Oxford and AP style

TAMAR HALPERN

copy writer/concept driver

Client:

How can we increase our social media presence?

Me:

By creating clean copy with stunning images that communicate your mission and pique curiosity.

Here. Let me show you...



WHAT  
LOOK  
**SHE**  
DID.

**SHE.**

DECON  
**STRUCT<sup>ED</sup>**  
**THEATER**

A black and white portrait of Lise Meitner, a woman with dark hair pulled back, wearing a dark jacket over a white scarf. She is holding a lit cigarette in her right hand. The background is dark and textured.

**SHE.**

DISCOVERED  
**NUCLEAR  
FISSION**

LOOK  
WHAT **SHE**  
DID.

**SHE.**

**TOOK DOWN  
STANDARD OIL**

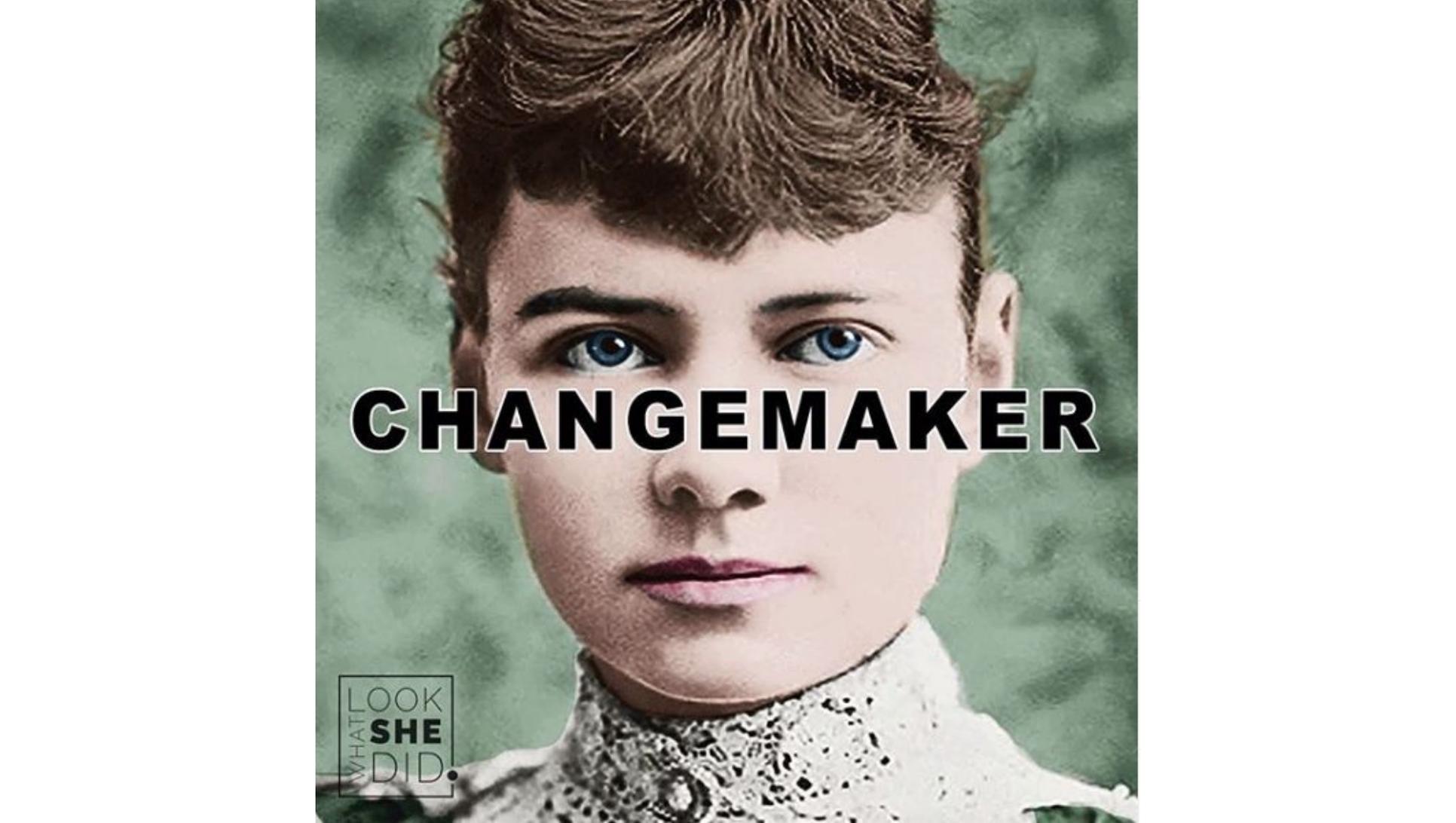


**SHE.**

**ADVISED  
EIGHT  
PRESIDENTS**

LOOK  
WHAT  
SHE  
DID.

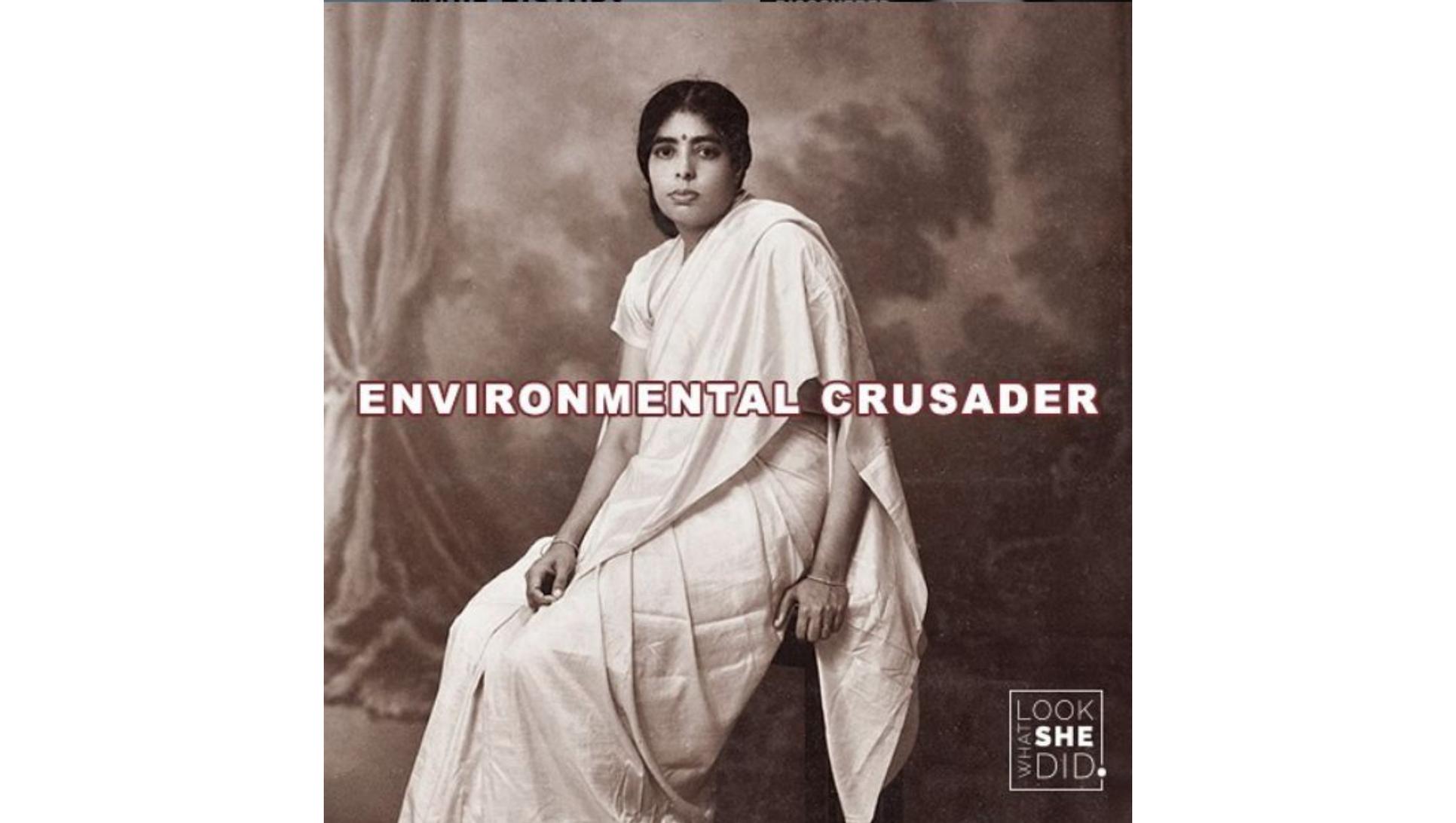




# CHANGEMAKER

WHAT  
LOOK  
SHE  
DID.





**ENVIRONMENTAL CRUSADER**

LOOK  
WHAT SHE  
DID.

# INVENTOR



LOOK  
WHAT  
SHE  
DID.

**ARRESTED  
FOR  
YOGURT  
POSSESSION.**



WHAT  
**LOOK**  
**SHE**  
**DID.**

LOOK  
WHAT  
SHE  
DID.

WITHOUT  
HER SMARTS  
WE'D HAVE

NO

SMART  
PHONES





# Pursue your best self.

Lume invites people to feel, look & function their best by providing quality wellness services in an everyday luxury setting— all at an accessible price point.

# What We Believe

We believe that everyone should be investing in prevention + recovery when it comes to their physical and mental health and wellness.

We believe you don't have to be an extreme athlete or extremely hungover to deserve an hour to recover.

We believe you shouldn't have to spend an entire day or a full paycheck at the spa in order to experience rejuvenation and relief.

# Why We Exist

It's no secret that the wellness industry is booming.

People are actively making healthier choices and prioritizing wellness through exercise, food, sleep and diet. We believe the next wave of mainstream wellness is prevention & recovery.

While there are recovery services + wellness spas that exist, most are very narrowly stigmatized and don't cater to the everyday person who needs a space to rest & recover from their everyday life.

We see an opportunity to change the narrative and broaden the audience of these services through proper education, accessible branding and excellent overall experience.

# Our Mission

Our mission is to help people pursuit their best self by living a balanced lifestyle.

We're bringing quality wellness and recovery treatments out of stigmatized settings and into a comfortable, everyday-luxury environment.

Similar to Nike's 'if you have a body, you're an athlete' slogan we believe that if you're living life, you deserve rest & recovery.

We strive to create access to these proven treatments, so that 'everyday' people can utilize them with ease & enjoyment, every day.

We hope that everybody will leave our space feeling better than when they walked in— not just from their treatment, but from their entire experience with us.

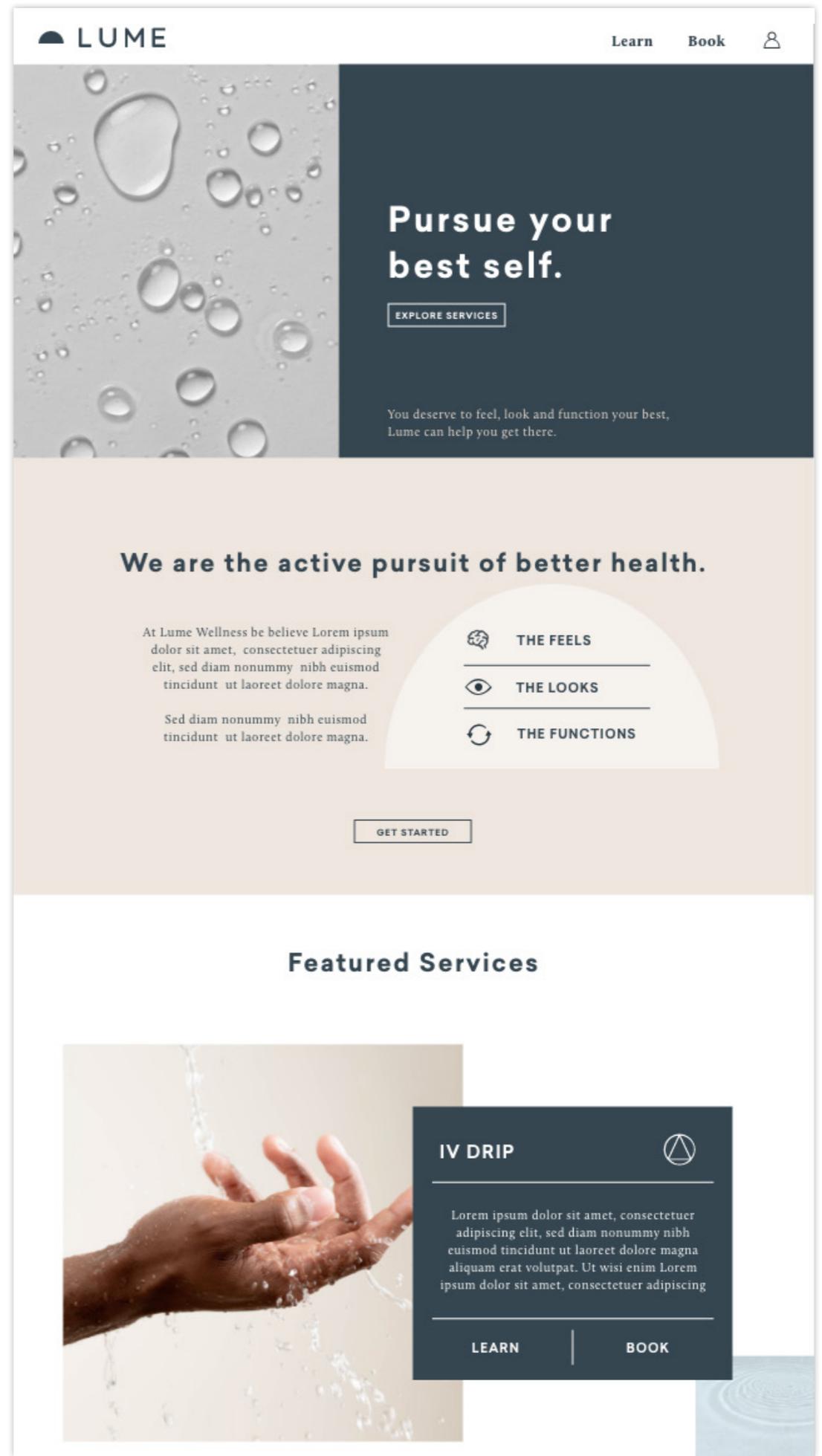
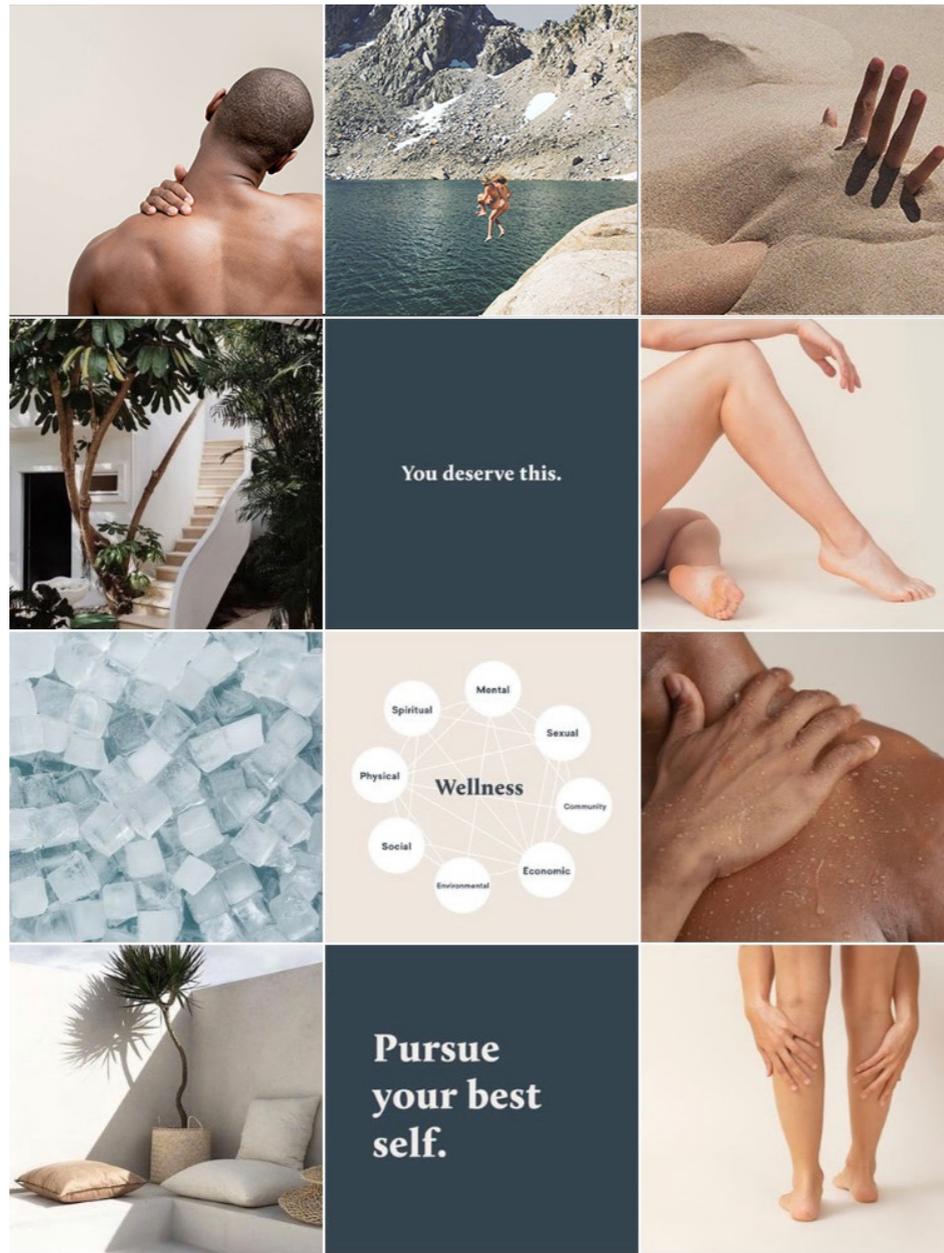
# The Lume Experience

We are bringing quality wellness and recovery services out of stigmatized settings and into an accessible, enjoyable setting.

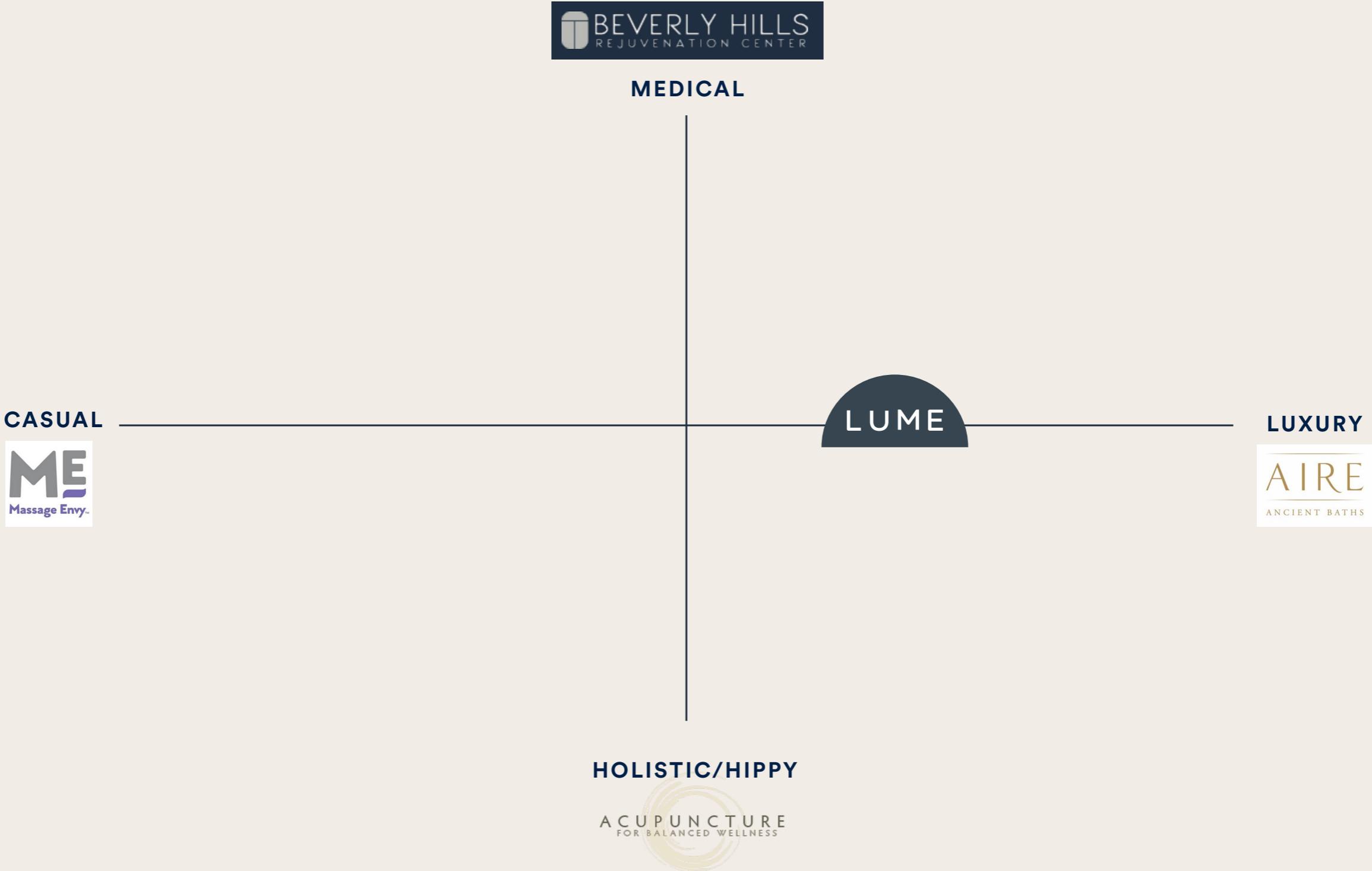


# The Lume Experience

The Lume instagram feed



# Brand Positioning



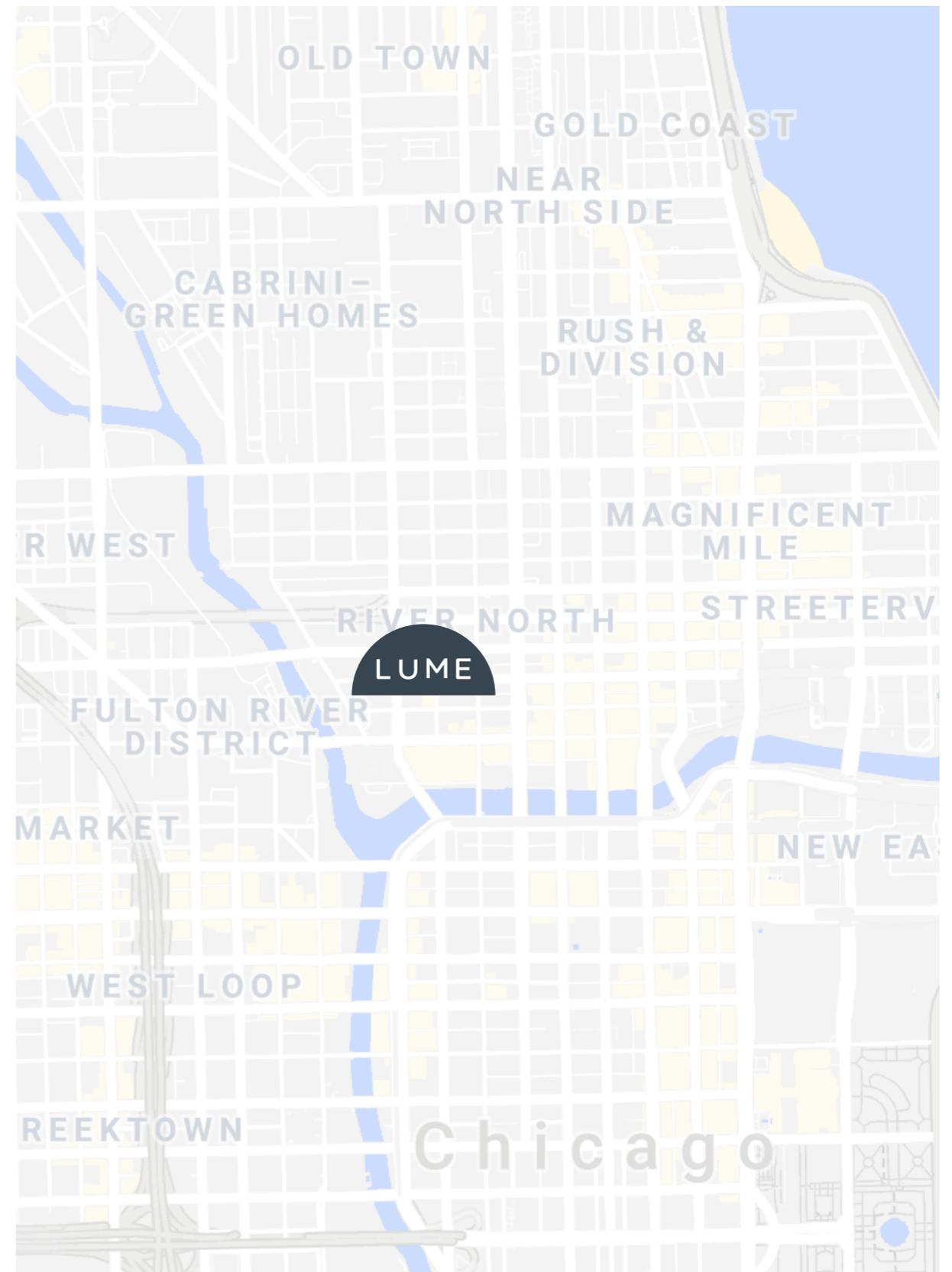
We plan to sit in the 'everyday luxury' category. Our brand identity and price point will be accessible enough for people to integrate our services into their monthly & even weekly routines.

# Flagship Location

## RIVER NORTH, CHICAGO

Our flagship location will be located in River North, directly across the street from the exclusive East Bank Club with over 10,000 members.

Full of office buildings and highrise apartments. The neighborhood has a demographic of high income and current & future trend setters which fits squarely in our target market.



# The pillars of Lume services

Dividing our services up into 3 core pillars not only helps the consumer better digest and understand what we provide, but it also helps to tell the brand story and mission through a clear definition of values. It creates an accessible way for consumers to relate to and desire what we provide.



## **FEEL**

- Focus
- Stress relief
- Anxiety
- Mood boost
- Brain fatigue



## **LOOK**

- Skin enhancing
- Anti-aging
- Weight control support



## **FUNCTION**

- Muscular recovery
- Illness recovery
- Exhaustion
- Pain management

# Menu of Services

## IV DRIP

6 different IV drip recipes  
service takes 30-45 minutes

**\$95/\$165**

## BOOST SHOTS

4 different intramuscular vitamin injections  
service takes less than 1 minute

**\$50**

## CRYOTHERAPY

Available in Full Body, Facial or Localized  
service takes 3 -10 minutes

**\$65**

## INFRARED SAUNA

Available in Solo or Partner sessions  
service takes 45 minutes

**\$45/ \$60**

## MASSAGE

Release, Relax and Sport massage types  
Available in 60 or 90 minute sessions

**\$110/\$160**

# Brand principles

## **DIGESTABLE INFORMATION**

from service to website, social media to digital marketing, all touch-points have an element of easy-to-understand education.

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## **THOUGHTFUL DESIGN**

everything is designed with the end user in mind.  
“how will this be used and how can we make it enjoyable?”

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## **STELLAR SERVICE**

friendly, approachable, say “yes” vibe, customer is (almost) always right, follow through, communication.

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## **EVERYDAY LUXURY**

balancing accessibility and luxury to create a place that people can come often and easily, while still feeling like a unique luxurious experience.

# Brand personality

## **FRIENDLY**

we're elevated without being exclusive or snooty.

---

## **COOL**

we're tapped into culture & what's going on.

---

## **CONFIDENT**

we're confident in our point of view and our services,  
consumers trust what we say.

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## **CALM**

our tone of voice, visuals and personality are calm & clear.  
we don't need to shout or be the loudest to be the best.

# Brand Tone of Voice

**WE'RE 'COOL', NOT 'TRENDY'**

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**WE 'EDUCATE', NOT 'PREACH'**

---

**WE'RE CALM & CONFIDENT, NOT OVERLY OBVIOUS AND OBTRUSIVE**

---

**WE'RE HEALTH & WELLNESS FOCUSED, NOT BODY-IMAGE FOCUSED**

---

**WE 'RECOVER', NOT 'HEAL'.**

LUME  
WELLNESS

HELLO@LUME-WELLNESS.COM

# Blue Cross Blue Shield – PPO plans

Statewide

Postcard  
8.5" x 5.5" one-sided



**GET AHEAD OF OPEN SEASON**

 **BlueCross BlueShield**  
Federal Employee Program.

 **GO BLUE. GO DIGITAL.**

Stay connected! **SCAN THE QR CODE** to find Open Season information about our Blue Cross and Blue Shield Service Benefit Plan options.

 **Open Season Dates**  
November 9, 2020 – December 14, 2020

A downloadable version is also available on [fepblue.org](https://fepblue.org) or [blueshieldca.com/virtualevents](https://blueshieldca.com/virtualevents). You can download brochures, explore your health plan options, attend a virtual health fair, and more!

FEPSTCRD2019-02

Poster  
11 x 17"



**GET AHEAD OF OPEN SEASON**

 **BlueCross BlueShield**  
Federal Employee Program.

[fepblue.org](https://fepblue.org)

 **GO BLUE. GO DIGITAL.**

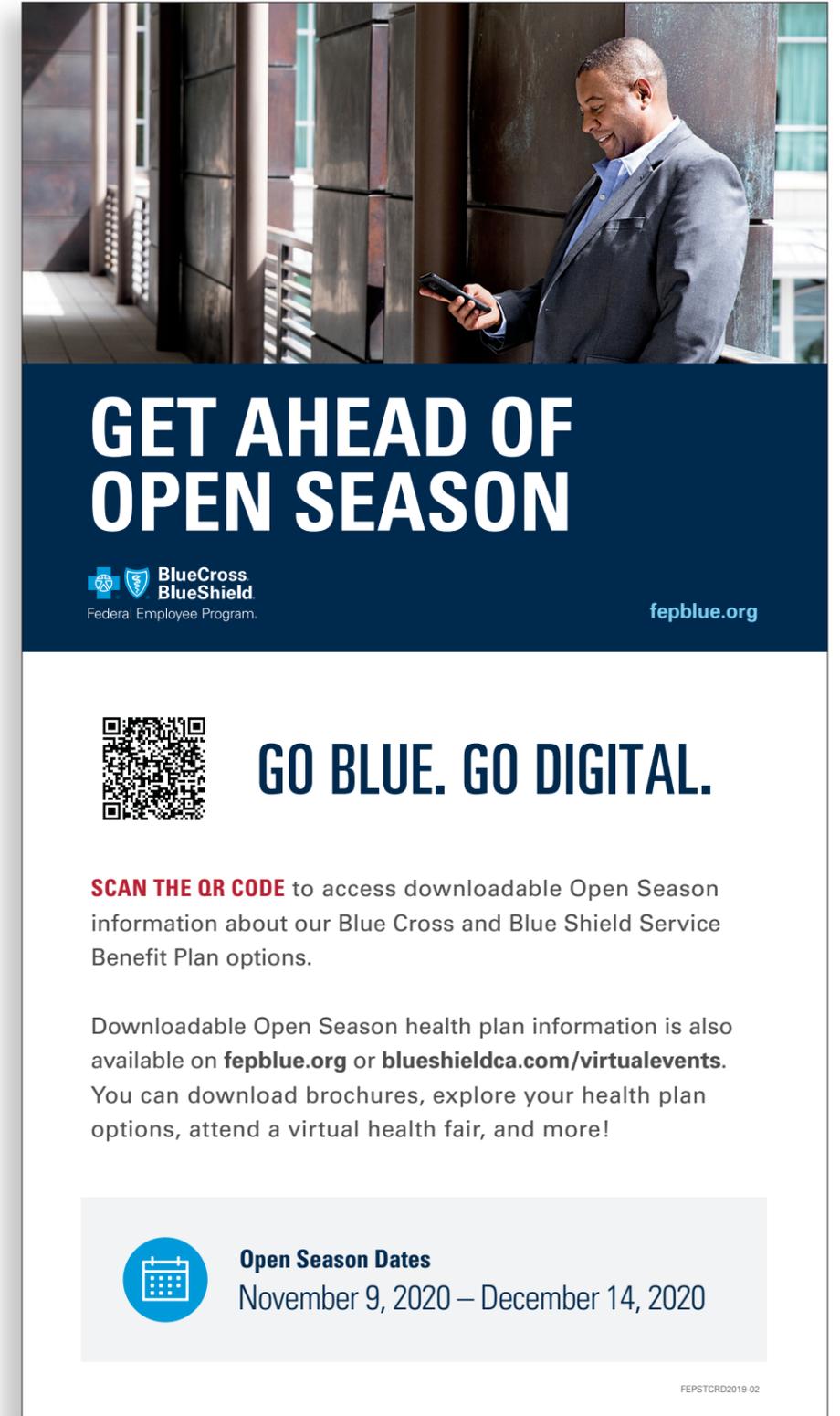
**SCAN THE QR CODE** to access downloadable Open Season information about our Blue Cross and Blue Shield Service Benefit Plan options.

Downloadable Open Season health plan information is also available on [fepblue.org](https://fepblue.org) or [blueshieldca.com/virtualevents](https://blueshieldca.com/virtualevents). You can download brochures, explore your health plan options, attend a virtual health fair, and more!

 **Open Season Dates**  
November 9, 2020 – December 14, 2020

FEPSTCRD2019-02

Tabletop banner  
11.75" x 21"



**GET AHEAD OF OPEN SEASON**

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 **Open Season Dates**  
November 9, 2020 – December 14, 2020

FEPSTCRD2019-02

# Blue Shield – Access+ HMO

Central & SoCal

Postcard  
8.5" x 5.5" one-sided

**FINDING THE RIGHT CHOICE FOR YOU**



Choice starts with Access+ HMO®

**Scan the QR code** to find Open Season information about our Blue Shield Health Benefits Plan option.

A downloadable version is also available on our Virtual Events Dashboard. You can download brochures, explore Access+ HMO®, and more!

[blueshieldca.com/virtualevents](https://blueshieldca.com/virtualevents)



**Open Season Dates**  
November 9, 2020 through December 14, 2020

\* Blue Shield plans available in select counties in Southern and Central California. View the website to explore specific plan areas.  
Blue Shield of California is an independent licensee of the Blue Shield Association. AXXXX (10/20)



Poster  
11 x 17"

get ahead  
of open season



**CHOICE STARTS WITH ACCESS+ HMO®**



**Scan the QR code**  
Access downloadable information about our Blue Shield Health Benefits Plan option.



Or, download Open Season health plan information on our Virtual Events Dashboard.  
[blueshieldca.com/virtualevents](https://blueshieldca.com/virtualevents)



**Open Season Dates**  
November 9, 2020 – December 14, 2020

[blueshieldca.com/virtualevents](https://blueshieldca.com/virtualevents)



Blue Shield of California is an independent licensee of the Blue Shield Association. AXXXX (10/20)

Tabletop banner  
11.75" x 21"

choice starts with  
Access+ HMO®



**YOUR HEALTH. YOUR COVERAGE.**



**Scan the QR code**  
Access downloadable information about our Blue Shield Health Benefits Plan option.



Or, download Open Season health plan information on our Virtual Events Dashboard.  
[blueshieldca.com/virtualevents](https://blueshieldca.com/virtualevents)



**Open Season Dates**  
November 9, 2020 – December 14, 2020

[blueshieldca.com/virtualevents](https://blueshieldca.com/virtualevents)



Blue Shield of California is an independent licensee of the Blue Shield Association. AXXXX (10/20)

# look 1

## Commercial audience

### Subject line and Preheader options:

SL: Top alternatives to the ER

PH: These care options may save you money

### CTAs:

Show my options:

Blueshieldca.com/care

Modules are clickable and jump link to relevant sections within **blueshieldca.com/care**.

Desktop

The desktop version of the advertisement is a full-width layout. At the top left is the Blue Shield of California logo. The main headline reads "RIGHT CARE. RIGHT PLACE. RIGHT TIME." in large blue letters, with a photograph of a family of three to the right. Below this is a sub-headline: "From \$0 virtual consults to primary doctors, explore all your care options – including how much you'll pay." A blue button labeled "Show my options" is centered below the sub-headline. Underneath is the text "Get care when and where you need it" and "Knowing which option to choose can save you time and money:". The layout is divided into two columns. The left column has the headline "HATE WAITING HOURS TO SEE A DOCTOR?" and a sub-headline "Video chat with a Teladoc doctor or therapist without leaving your couch or even while you're on the go from your smartphone!". A "Learn more" button is at the bottom of this column. The right column has the headline "NEED ANSWERS TO HEALTH QUESTIONS RIGHT NOW?" and a sub-headline "If you're looking for a calm voice in the middle of the night just to settle your concerns, try NurseHelp 24/7™.". A "Learn more" button is at the bottom of this column. At the bottom of the desktop version, there is a blue footer bar with a smartphone icon, the text "Take your coverage anywhere" and "Find care options near you, view your benefits, and more.", and two buttons for "GET IT ON Google Play" and "Download on the App Store".

Mobile

The mobile version of the advertisement is shown within a smartphone frame. It features the Blue Shield of California logo at the top. The headline "RIGHT CARE. RIGHT PLACE. RIGHT TIME." is prominently displayed in blue, with a family photo below it. The sub-headline "From \$0 virtual consults to primary doctors, explore all your care options – including how much you'll pay." and the "Show my options" button are also visible within the frame.

This is another mobile view of the advertisement, showing a different layout. It starts with the Blue Shield of California logo. The headline "RIGHT CARE. RIGHT PLACE. RIGHT TIME." is in blue, with a family photo below it. The sub-headline "From \$0 virtual consults to primary doctors, explore all your care options – including how much you'll pay." and the "Show my options" button are present. Below this is the text "Get care when and where you need it" and "Knowing which option to choose can save you time and money:". The layout then splits into two columns. The left column has the headline "HATE WAITING HOURS TO SEE A DOCTOR?" and a sub-headline "Video chat with a Teladoc doctor or therapist without leaving your couch or even while you're on the go from your smartphone!". A "Learn more" button is at the bottom of this column. The right column has the headline "NEED ANSWERS TO HEALTH QUESTIONS RIGHT NOW?" and a sub-headline "If you're looking for a calm voice in the middle of the night just to settle your concerns, try NurseHelp 24/7™.". A "Learn more" button is at the bottom of this column. At the bottom of this mobile view, there is a blue footer bar with a smartphone icon, the text "Take your coverage anywhere" and "Find care options near you, view your benefits, and more.", and two buttons for "GET IT ON Google Play" and "Download on the App Store".

The right sidebar section of the advertisement. At the top, it has the headline "NEED ANSWERS TO HEALTH QUESTIONS RIGHT NOW?" and a sub-headline "If you're looking for a calm voice in the middle of the night just to settle your concerns, try NurseHelp 24/7™.". A "Learn more" button is below. Below this is a photograph of a nurse on a phone. Underneath is the text "Remember: If you have a medical emergency, call 911 or go directly to the nearest emergency room." Below this is a blue bar with a smartphone icon and the text "Take your coverage anywhere" and "Find care options near you, view your benefits, and more.". Below the blue bar are two buttons for "GET IT ON Google Play" and "Download on the App Store". At the bottom of the sidebar, there are social media icons for Facebook, Twitter, Instagram, and LinkedIn, followed by the text "Follow us:". Below the social media icons is a small disclaimer: "For more help and resources, visit blueshieldca.com or contact Member Services at the number located on your member ID card. If you do not have your ID card, you can call (800) 393-6130 (TTY: 711). This is a promotional email from Blue Shield of California, an independent member of the Blue Shield Association. Don't miss out on future emails from us – learn how to add us to your address book. If you'd like to be removed from all future email communications from Blue Shield of California, unsubscribe here. [For emails, must include the embedded links in the headers for Language Assistance Notice, Nondiscrimination Notice, and grievance procedure] Language Assistance Notice For assistance in English at no cost, call (866) 346-7198. Para obtener asistencia en Español sin cargo, llame al (866) 346-7198. 如果需要中文的免费帮助, 请拨打这个号码 (866) 346-7198. Nondiscrimination Notice Blue Shield of California complies with applicable state laws and federal civil rights laws, and does not discriminate on the basis of race, color, national origin, ancestry, religion, sex, marital status, gender, gender identity, sexual orientation, age, or disability. Blue Shield of California cumple con las leyes estatales y las leyes federales de derechos civiles vigentes, y no discrimina por motivos de raza, color, país de origen, ascendencia, religión, sexo, estado civil, género, identidad de género, orientación sexual, edad ni discapacidad. Blue Shield of California 遵循适用的州法律和联邦法律。"

# look 2

Commercial audience

## Subject line and Preheader options:

SL: Do you know all your care options?

PH: Video chat with a doctor, speak to a nurse online, and more.

## CTA Show me:

Blueshieldca.com/care

Modules are clickable and jump link to relevant sections within [blueshieldca.com/care](https://blueshieldca.com/care).

Desktop

blue california

## DISCOVER ALL YOUR CARE OPTIONS IN ONE HANDY PLACE

We can help you get care when and where you need it.

[Show my options](#)

What's best for you?

Did you know that the average ER wait time is **over 5 hours?**

Choosing the right care option may help you save time and money:

- NurseHelp 24/7<sup>SM</sup>** \$\$\$  
Get immediate, non-emergency health advice over the phone or online from registered nurses.
- Teladoc** \$\$\$  
Access licensed doctors by phone or video chat 24 hours a day, seven days a week.
- Primary doctor** \$\$\$  
The best place to start when you need care – your main healthcare provider for routine medical needs.

Take your coverage anywhere  
Find care options near you, view your benefits, and more.

[GET IT ON Google Play](#) [Download on the App Store](#)

Follow us: [f](#) [t](#) [i](#) [in](#)

Mobile

blue california

## DISCOVER ALL YOUR CARE OPTIONS IN ONE HANDY PLACE

We can help you get care when and where you need it.

[Show my options](#)

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blue california

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Follow us: [f](#) [t](#) [i](#) [in](#)

Disclaimer text (PHP MAFD)  
-For more help and resources, visit [blueshieldca.com/promise/medicare](https://blueshieldca.com/promise/medicare). You can also call Member Services at (800) 544-0088 (TTY: 711), 8 a.m. to 8 p.m., seven days a week from October 1 through March 31, and 8 a.m. to 8 p.m., weekdays from April 1 through September 30.

Blue Shield of California Promise Health Plan is an HMO and an HMO D-SNP plan with a Medicare contract and a contract with the California State Medicaid Program. Enrollment in Blue Shield of California Promise Health Plan depends on contract renewal.

This is a promotional email from Blue Shield of California Promise Health Plan, an independent licensee of the Blue Shield Association. Don't miss out on future emails from us – [learn how](#) to add us to your address book.

If you'd like to be removed from all future email communications from Blue Shield of California Promise Health Plan, [unsubscribe here](#).

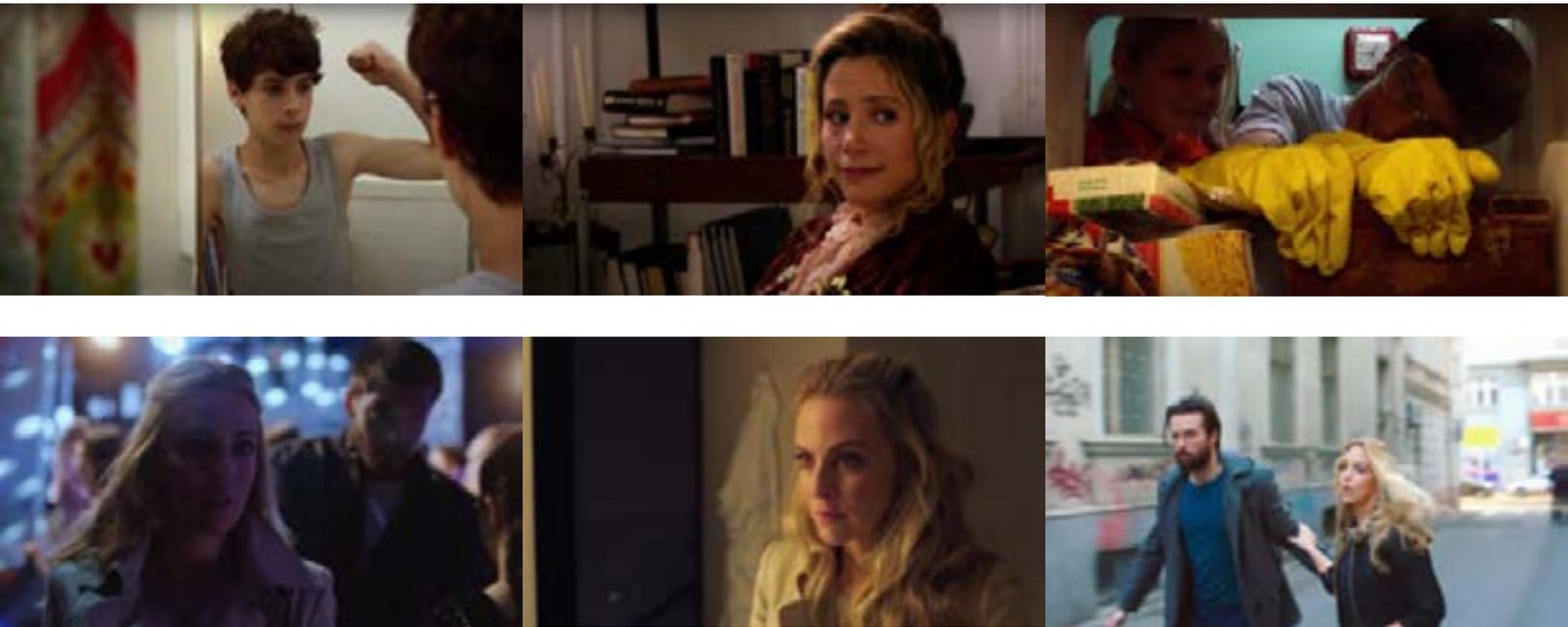
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Nondiscrimination Notice  
Blue Shield of California Promise Health Plan complies with applicable state laws and federal civil rights laws, and does not discriminate on the basis of race, color, national origin, ancestry, religion, sex, marital status, gender, gender identity, sexual orientation, age, or disability. Blue Shield of California Promise Health Plan cumple con las leyes estatales y las leyes federales de derechos civiles vigentes, y no discrimina por motivos de raza, color, país de origen, ascendencia, religión, sexo, estado civil, género, identidad de género, orientación sexual, edad ni discapacidad. Blue Shield of California Promise Health Plan 遵循适用的州法律和联邦公民权利法律, 并且不以种族、肤色、国籍、血统、宗教、性别、婚姻状况、性别认同、性取向、年龄或残障为由而进行歧视。

Tamar Halpern has written and directed dozens of commercials and digital campaigns. Clients include Stuller, DPS, Amazon, Yves Saint Laurent, Armani cosmetics, WalMart, Lawyers.com and Rue La La.



She uses her experience as a screenwriter and film director to communicate original takes on advertising and branding.



Film Reel — <https://vimeo.com/180363474>

TV Reel — <https://vimeo.com/297027811>