

Senior Copywriter

TBWA\Media Arts Lab is the bespoke global agency for Apple and only Apple. We think different to create impact for the world's most iconic brand.

MAL Seoul is the hub office leading Apple's advertising efforts across Korea.

We're looking for a Senior Copywriter with sharp taste, original thinking, and an unwavering commitment to craft, someone who can shape ideas from spark to finish, elevate collaborators, and create work that is effortless, human, and unmistakably Apple. Deeply attuned to art, design, and culture, you deliver bold, timeless work that resonates globally.

Fluency in Korean and business-professional proficiency in English required. Visa sponsorship may be available.

The Work

- Collaborate closely with copywriters, art directors, designers, music supervisors, and strategists to concept and develop ideas rooted in Apple's brand and product strategy.
- Make bold, original creative decisions grounded in insight, taste, and thoughtful risk-taking, and execute them with exceptional craft and attention to detail, and uncompromising quality.
- Maintain a high bar across all creative output, TV, social, print, experiential, OOH, ensuring every piece feels polished, intentional, and elevated.
- Confidently present and sell creative ideas to leadership, and partner closely with production teams to bring global campaigns to life with clarity and care.
- Review and refine creative work with creative leadership ahead of client presentations and production handoffs.
- Work with a diverse range of directors, editors, and creative partners to ensure consistently exceptional execution.
- Occasionally collaborate with MAL's geo offices from briefing through final delivery, ensuring creative alignment and consistency across markets.

Who Will Thrive in This Role?

- Art, design, and culture are at the heart of everything you do, shaping every project you touch.
- You bring a strong point of view and a passion for concepts that translate across platforms and formats.
- Conceptual and strategic, able to connect creative ideas to broader brand and business goals.
- Entrepreneurial and curious, always looking for new ways to push the work and the brief further.
- Deep understanding of Apple's brand, products, and audience across diverse global markets.
- Strong presentation and storytelling skills with the ability to clearly communicate ideas and creative rationale.



- Detail-oriented, yet able to distill ideas to their simplest, most powerful form.
- A collaborative team player who values the collective over the individual.
- Culturally aware and open-minded, with a desire to create globally resonant work.
- Passionate about all forms of creativity, from big brand films to small-format digital content.

Application Documents

- Please submit application via email to recruit@tbwakorea.com (Resume, Cover Letter, etc.)
- Please combine cover letter and portfolio into a single PDF file(no more than 20 pages)
- Employment certificates and other supporting documents must be submitted upon final acceptance.

Contact: People Team (02-510-5323)

※ All submitted documents will not be returned. If any information provided in the application is found to be false or inaccurate, the offer of employment may be withdrawn.

