

## EXPERIENCE

### Freelance Copywriter

Various | 2023

Created organic social content for Venmo. Currently working on seasonal campaigns for Walmart, and product launch campaigns for Pepper.  
Agencies | *Current: Digitas, Pepper (In-House) — Past: Swift*

### Copywriter

Performance Art | 2022

Developed Circle's look & feel, and delivered all creative assets for their master brand campaign. Contributed to the creative win of several clients, including a hair care brand.  
Brands | *Circle, Veterans United, New Business*

### Associate Copywriter

Digitas & GroupeConnect |  
2021 - 2022

Conceptualized and executed creative solutions for clients. Delivered organic social content for a consumer tech brand that boosted engagement and click through rates within two months.  
Brands | *Merrill, Bank of America Private Bank, Lenovo*

### Copywriter Intern

Sid Lee | 2020

Selected to be 1/5 copywriters to participate in the program. Created two integrated campaigns for UN Women and placed second in winning the pitch.

### Pre-Production Intern

Windy Films | 2019 - 2020

Created film treatments and developed projects with directors & producers during pre-production. Built a library of reference images.  
Brands | *Peloton, Planned Parenthood, Aetna, Bose, Salesforce*

### Copywriter Intern

Ogilvy Indonesia | 2018

Developed story boards, brand packaging, and social media content. Contributed to a new business pitch for Tinder, which the agency won.  
Brands | *Milo (Nestle), Pond's Men (Unilever), Tinder*

## EDUCATION

### Boston University

B.S. Film & Television | Jan 2021  
Minor in Advertising  
Summa Cum Laude

## SKILLS

**Cross-channel copy** | Print, social, video, web, radio, native

**Branding** | Manifesto & tone creation

**Naming** | Brands, products, services

**Concepting** | Awareness & conversion campaigns

## RECOGNITION

Indoor Recess Session 1  
Young Shits  
Graphis

Muse By Clio  
Campaigns of the World  
Ads of the World