

EXPERIENCE

DOREMUS

Freelance Creative Director / 09.18 – Present

Successfully conceptualized & pitched campaigns
Experiential, social, video & nontraditional media
Balanced multiple accounts at once

FACTOR / embedded at GOOGLE

Freelance Creative Lead / 06.17 – 08.18

Copywriting, conceptualizing & content strategy
Worked directly with exec level clients
Naming & branding + advertising & marketing

APPLE

Senior Copywriter / 08.14 – 06.17

Supervised & mentored junior team members
Primary writer for multiple launch products
Concepted on crossfunctional teams
Pitched & presented directly to execs
Worked on all Apple service brands

TEAM ONE

Copywriter / 06.13 – 08.14

Created an unprecedented web experience
Worked on photoshoots from concept to final edit
Wrote for print, digital & web videos

GOODBY, SILVERSTEIN & PARTNERS

Freelance Copywriter / 10.12 – 05.13

Traditional & nontraditional advertising
Executed long-term launch project
Designed & presented creative decks

VARIOUS CLIENTS

Instructional Designer & Writer / 02.11 – 11.12

Designed & developed course material
Traveled & taught classes internationally
Created & edited technical documents

EDUCATION

UNIVERSITY OF CENTRAL FLORIDA

Graduated with BA in English Lit

Major GPA: 3.9

Overall GPA: 3.7

Full-time student with a full-time job

FLORIDA STATE UNIVERSITY

English Lit & Religious Studies

Double major with 3.8 GPA

Student Ambassador 2004

Equestrian Team Secretary 2004

EXTRA

Proficient with Adobe Creative Suite

Confident in presentation

High emotional intelligence

Conceptual thinker

Basic understanding of HTML

Cooks like a Southern grandma

Passionate about mentoring others

Has a fantastic dog named Lando



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