

Objective

My objective is to help lead an advertising agency while utilizing my branding experience, creativity, English language expertise, and infatuation with TV and print mediums to deliver clear, concise, and enthralling messaging for the needs of the company and our clients alike.

Skills

Mac Programming

Keynote, Pages, Numbers, Photoshop (Novice), Illustrator

Windows Programming

Word, Excel, Powerpoint, Outlook

Video Editing Programs

Final Cut Pro (Novice), Avid (Novice)

Other Developmental Tools

Google Analytics, Social Media Platforms (Facebook, Twitter, Youtube, Hootsuite, etc)

Experience

STINGHOUSE, Senior Copywriter

Wynwood, FL (December 2012 - June 2014)

- Spearheaded the creative team, providing art direction and copy concepts across the board to a team of 5+.
- Worked with senior executive staff to develop strategy and pitch creative concepts internally as well as to clients.
- Originated all content for the agency including logo, tagline, website copy, Rule Book, and all branding materials.
- Client category experience includes: Higher Education, Healthcare, Entertainment, Performing Arts.

KEYWORKING, Senior Copywriter

Miami, FL (October 2011 - Present)

- Helped develop the brand from the ground up by writing the website copy as well as all guidelines and promotional materials (Sales Kit, Handbook, Rule Book, Perk Cards, press releases, branding merchandise).
- Advised CEO regarding all creative strategies.
- Continual creative concepting and consulting as the brand evolves.

PAO TOWN/SUSHI MAKI, Senior Copywriter

Coral Gables, FL (June 2012 - January 2013)

- For Pao Town, built the copy from the ground up. Work included: in-restaurant signage, wall signage, marketing strategies for pre-launch and post-launch, creative decks for local business taste testings, as well as branding decision-making.
- For Sushi Maki, work included: CEO advisement, guerrilla marketing strategies, in-house creative training for corporate staff, promotional branding, as well as re-establishing effective advertising for troubled (sales-related) restaurant locations.

TRIBECA MEDIA, Copywriter

Miami, FL (September 2011 - Present)

- Worked with Account Directors from Spain on copy for clients such as TotalBank, Arcos Gardens Golf Club, 100 Montaditos, as well as the web copy for Tribeca Media's flagship website, www.tribecamediagroup.com (in progress).

Experience (cont'd)

REPÚBLICA LLC, Corporate Development Associate / Jr. Copywriter

Miami, FL (March 2011 - November 2011)

- Worked directly with the EVP on new business pitches, creative decks, and presentations. Accompanied EVP on client meetings and assisted with pitching key representatives.
- Worked under the Senior Copywriter and assisted with duties such as conceptualizing web content and advertising copy
- Formulated and executed extensive research into target demographics.

NBC UNIVERSAL, Writer / Footage Supervisor ("The Office", "Heroes")

New York, NY (Sept 2009 - Jan 2011)

- Worked with senior writers on scripts for The Office and Heroes, as well as promotional scripts for TV and radio spots.
- Managed a video editing team to conceptualize the weekly "Next time on Heroes.." 30-second commercial segments.

Freelance

CHRISTIAN DIOR, Freelance Copywriter

Miami, FL / Paris, France (May 2012 - Present)

- Originated copy content for "Miss Dior", a fragrance based around celebrity Natalie Portman and Charlize Theron.
- Copy content includes: print media, commercial scripting, and ongoing promotional materials.

ESENM/LEGALFILE, Freelance Copywriter

Miami, FL (April 2012 - December 2012)

- Originated startup copy for LegalFile, an iPad app that deals with organizing lawyer documentation and firm financials.
- Worked directly with the CEO and CTO to write their website copy, press releases, and future promotional materials.

ALICE AND PETER/THE SCENT OF DEPARTURE, Freelance Copywriter

Miami, FL (Feb 2012 - October 2012)

- Originated all fragrance box leaflet copy for 5 different A&P perfumes.
- Worked directly with the CEO of TSOD to conceive new website copy for their upcoming site re-launch.

Education

COLUMBIA UNIVERSITY *New York, NY* (2010-2011)

- Continuing Education - Behavioral and Consumer Psychology

NEW YORK INSTITUTE OF TECHNOLOGY (Manhattan Campus) *New York, NY* (2008-2010)

- Bachelor of Science, Business Administration/Marketing, Minor: Advertising
- Graduated Magna Cum Laude, GPA: 3.67/4.00
- Member of Delta Mu Delta (Business Honors Program)

STATE UNIVERSITY OF NEW YORK AT GENESEO *Geneseo, NY* (2002-2006)

- Bachelor of Science, Communications Journalism and Media
- Graduated Cum Laude, GPA: 3.49/4.00

Personal Creative Accomplishments

NEW LINE CINEMA (2014)

- Spent a year writing a movie script while studying the framework and composition of my favorite films. Went to LA in April to pitch my work to New Line and they ended up purchasing my script in May.

HBO (2014)

- HBO has recently hired me to be an additional scriptwriter for seasons 5 and 6 of "Game of Thrones."