

## ADVERTISING

### **Publicis Groupe, CRMOne, Copywriter**

NYC. April 2024-Present

- CRMOne is a bespoke Publicis agency for Verizon & Value Brands.
- Writing emails, print, and digital content for base customer and acquisition audiences.

### **The Martin Agency, Copywriter**

NYC. July 2022-May 2023

- Wrote brand campaigns, social media, video scripts, activations, and performance marketing ads.
- Clients: Busch Light, GEICO, LegalShield, Terminix, AXE, and DoorDash

### **Huge, Junior Copywriter**

Brooklyn. September 2021-July 2022

- Wrote integrated advertising campaigns, social media, and digital ads.
- Clients: Realtor.com, Vanguard, BSN Sports, Kate Spade, and SubZero, Wolf & Cove

### **Wondersauce, Junior Copywriter**

NYC. April-September 2021

- Wrote digital ads, video scripts, and social media. Plus, branding and strategy projects.
- Clients: Scott's Miracle-Gro, Moët Hennessy/LVMH, Murad, LifeStance Health, and DRiV

### **Mode, Copywriting Intern**

Charlotte, NC. June-December 2020

- Wrote digital marketing materials, emails, branding & strategy projects, and social media.
- Clients: Boar's Head, Blue Jeans Go Green/Cotton, and local real estate clients.

### **Cargo, Copywriting Intern**

Greenville, SC. Summer 2019

- Wrote & brainstormed big ideas for social media & B2B campaigns for Lenovo.

### **NBCUniversal—Universal Pictures, Campus Marketing Rep.**

SCAD—Savannah, GA. Fall 2018-May 2019

- Promoted upcoming Universal Pictures films through campus events and social media.

## PHILANTHROPY

### **The NYC LGBT Center, Communications Lead—Young Leaders Council**

March 2023-Present

- Spearheading communications for the Young Leaders, the Center's community-building group for LGBT+ members under 40. The Council exists to advise Center staff and the board while developing programming to engage its demographic as Center supporters, members, volunteers, and leaders.

## EDUCATION

### **Savannah College of Art and Design (SCAD). Graduated May 2020**

BFA in Advertising and Branding, School of Communication Arts