



**Rebecca  
Chen** crafting wordstrings

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## Places

### **Translation** · Junior Copywriter · 01/2024 – Present

- Copywriting and conceptualizing 360 campaigns from initial conception to production to final delivery for clients like Nike, JD Sports, Chase Bank, and the NBA.
- Cultivated boundary-pushing creative platforms spanning experiential activations, music videos, and social content.
- Supervised on-set & remote productions and guided shoots, radio, and mix sessions alongside directors and talent.
- Mentored budding creative talent in the agency's internship program.

### **Mother NY** · Copywriting Fellow ~ Freelance Copywriter · 06/2023 – 09/2023

- Copywriting for clients like Amica Mutual Insurance, Panera, and Target.
- Oversaw Amica Mutual Insurance's Q3 social campaign that pushed client in a new creative direction.
- Leveraged a nostalgia specific to Panera to capture the attention of Gen Z in a spec campaign.

### **The Inturnship** · Copywriter · 06/2022– 06/2023

- Copywriting and conceptualizing for Jently,
- Collaborated with social content team to develop and maintain brand image.
- Led speculative projects and pitched to prospective clients.

### **The Workshop** · Copywriter Apprentice · 06/2022 – 12/2022

- Condensed 2 years of portfolio school into 3 months.
- Tackled Chinese Restaurant Syndrome & MSG myths through a spec campaign for Ajinomoto.

### **Freelance** · Chinese Translator · 01/2018 – Present

- Translating Chinese content into English and providing high-quality subtitles.
- Videos viewed over 1M+ times.

## Studies

### **University of Pittsburgh** · B.S. Business Administration

Concentration in *Marketing*. Minor in *Chinese*, Certificate in *International Business*, Digital Marketing Academy.

### **Denver Ad School** · Copywriting

In the sense that I landed a full-time agency role after only attending 1 quarter...

## Skills

- Copywriting
- Concepting
- Mandarin & Teochew (fluent)
- Translation & Subtitling
- Receiving criticism without crying
- Being adaptable despite my Taurus stellium

## Sightings

- 2024 · CICLOPE Best CGI Shortlist · Nike x JD Sports · MONEY AT