

DIANA DEGROOT

Copywriter

diana.the.groot@gmail.com

(608) 512-5196

www.dianadegroot.work

Education

VCU Brandcenter | 2026
M.S. Business/Branding
Concentration: **Copywriting**

Portland State University
B.A. Business/Advertising
Summa Cum Laude

- Rising Star Student
Employee award
nominee (April 2022)

Skills

Creative Concepting
Social Media Management
Conceptual Copywriting
Content Marketing
Proofreading
Deck Building & Storytelling
Commercial Production
Editing

Tools

Microsoft Office
Google Workspace
Photoshop / Canva
Premiere Pro / DaVinci
Windows 11 / Mac

AI

Google AI (Veo, Nano
Banana, Flow, Whisk)
Gemini
ChatGPT
Runway
CoPilot

Look, Mom, I have range

Freelance Editorial & Brand Strategist // *Terrell Brown Productions* //
Developed a creative identity, brand voice, social and editorial rollout
plan, content workflow chart, retainer-ready system, platform strategy
alongside overseeing visual and editorial style guide, auditing the
website, and overhauling the messaging // **July 2024–Sep. 2024**

Paying my writer dues

Executive Copywriter // *FIR Northwest Student Advertising Agency* //
Worked with local businesses, attended cross-functional team
meetings, concepted across mediums, and mentored junior copywriters
throughout the process // **Aug. 2023–Dec. 2023**

Copy Editor // *Portland State Vanguard* // Ensured style guide
cohesion within two hour turn around times (proofreading, editing,
& fact checking) // **Oct. 2023–June 2024**

Content Writer // *Dean's Office for the College of Liberal Arts and Sciences* //
Tailored content to appear for college events and created weekly faculty
email newsletters // **Sep. 2022–Aug. 2023**

Community

Career Coach // *VCU School of Business* // Aug. 2024–March 2025

Communications Intern // *Multnomah County* // June 2023–Sept. 2023

Media Manager // *PSU Veterans Resource Center* // Jan. 2022–June 2024

Photoshop Tutor // *Middleton High School* // Sep. 2018–May 2019

Interests

- Historical Dramas
- Photo/Cinematography
- Loong Video Essays
- Cheese (I'm from WI)
- Steampunk Lit.
- Crochet
- Socioeconomic Conditions
in 14th-Century Europe