

[EXPERIENCE]

Copywriter at Mediabrands Content Studio (IPG) // CURRENT

CLIENT: General Mills

Copywriter for General Mills brands.

Freelance Copywriter at Multiply, INKFISH, Murder Hornet, and Flint & Steel // 2024 - 2025

CLIENTS: trüfrü, TAZO, YETI, Espolón, Hi-Chew, Bazooka Candy (Push Pop, Baby Bottle Pop), Factor

Created campaign concepts and copy across digital, social, and new business.

Led development of trüfrü's tone of voice guide and related client-facing presentations.

Junior Copywriter at Laundry Service // (CONTRACT) 2023

CLIENTS: Meta, AT&T

Developed digital & experiential campaigns for Meta & AT&T, where I wrote scripts, treatments, and advised production during video shoots conceived with my partner.

Copywriter Intern at the community // 2023

CLIENTS: Verizon, Volkswagen, Smirnoff Ice, Pep Boys, Perfect Bar, Cantaritos

TV & digital campaigns, OOH for the launch of Perfect Bar, produced Smirnoff Güiro (Ads of the World)

Creative Intern at McKinney // 2022

CLIENTS: Little Caesars, Blue Diamond, Stop & Shop, Pulte Group

TV & digital campaigns, on-set for TV production. Concept & copy for Little Caesars' Galleroni (Webbys).

[EDUCATION]

VCU Brandcenter

M.S. in Business/Branding // GRAD. 2023

COPYWRITING TRACK.

Young Ones Shortlist, Spotify (2023),
Live Client Winner, Oatly! (2022).

VCUarts

B.F.A. in Kinetic Imaging // GRAD. 2020

CONCENTRATION IN VIDEO.

Video, animation, sound design program.
Film work screened at Rough Cut, Crown Shy.
Game design work featured in Digital America.

[AWARDS & RECOGNITION]

Webbys (Nominated), **Young Ones** (Shortlist),
Richmond Ad Show (Gold, Student),
Ads of the World & Little Black Book
(Smirnoff Güiro), **Ad Age** (Meta AI)

[SKILLS]

CREATIVE: Concepting, brand voice, storytelling, integrated campaigns, product launches, strategic insights, brand activations & merch

WRITING: TV, digital, social, experiential, OOH, packaging, scriptwriting, long & short form copy

TECHNICAL: Video production, editing, sound design, photography, Adobe Creative Suite (Premiere, Photoshop, After Effects)

OTHER: Production experience, pitching & presenting to clients, Gen Z culture & trend insights, getting dogs to like me

[CREATIVE OBSESSIONS]

Twin Peaks, Charli XCX, Powerpuff Girls,
Denis Villeneuve, The Muppets, X-Men,
Trent Reznor, Suspiria, Analog synthesizers