

//EXPERIENCE

Freelance Copywriter at MultiPLY, INKFISH, Murder Hornet, and Flint & Steel // 2024 - PRESENT

CLIENTS: trüfrü, TAZO, YETI, Espolon, Hi-Chew, Bazooka Candy, Factor

- Led copy for trüfrü's brand tone of voice guide & messaging across channels.
- Concepted integrated campaigns for Espolon & Bazooka Candy across digital & social.
- Wrote copy and concepts for TAZO, winning new business.

Junior Copywriter at Laundry Service // (CONTRACT) 2023

CLIENTS: Meta, AT&T

- Wrote video briefs & developed creative for Meta & AT&T campaigns.
- Provided on-set creative support for video production.
- Meta AI work featured in Ad Age.

Copywriter Intern at the community // 2023

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

- Developed TV & digital campaigns for Volkswagen & Smirnoff Ice.
- Supported creative for Smirnoff Güiro, featured in Ads of the World by Clio.
- Worked on launch concepts for Perfect Bar's national debut.

Creative Intern at McKinney // 2022

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

- Wrote & concepted TV spots for Little Caesars & Blue Diamond.
- Produced Webby-nominated "The Galleroni" campaign for Little Caesars.
- Assisted on-set for TV spot production.

//EDUCATION

VCU Brandcenter

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

COPYWRITING TRACK.

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

VCUarts

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

CONCENTRATION IN VIDEO.

Video, animation, sound design program.
Work featured in Rough Cut, Crown Shy,
and 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

WRITING: TV, digital, social, OOH,
packaging, scriptwriting

TECHNICAL: Video production, sound design,
motion design, photography

OTHER: Production experience, pitching &
presenting to clients, subculture & 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