

STUDENT AWARDS

ADDY, RAF

2020 Gold Award Winner
2019 Gold Award Winner
2019 Best in Show, Scholarship Award Winner

Graphis New Talent Annual

2020 Gold Award Winner
2020 Silver Award Winner
2019 Gold Award Winner
2019 Silver Award Winner
2018 Silver Award Winner
2018 Merit Award Winner

Communication Arts

2020 Shortlist

One Show Young Ones

2019 Merit Award Winner

Creativity International Awards

2019 Bronze Award Winner
2018 Silver Award Winner

Ads of the World

Featured

Syracuse Awards

2019 Advertising Student of the Year
2019 Advertising Pitch Competition Winner
2018 Most Promising Advertising Student

EDUCATION

Syracuse University

S.I. Newhouse School of Public Communications
Bachelor of Science - Advertising

EXPERIENCE

Senior Copywriter | VaynerMedia

November 2022-Present

- Client: Olay
- Lead projects and oversee teams of 6+ creatives
- Create paid & organic social content across Meta, TikTok and Threads
- Brainstorm, write, and execute creative campaign concepts
- Write content for websites, scripts, social ads, digital ads, songs and emails

Copywriter | Code and Theory

February 2021-November 2022

- Clients: Amazon, H&M, Citadel, Chase, Con Edison
- Brainstorm, write, and execute creative campaign concepts
- Write content for websites, scripts, social ads, digital ads, blogs, and emails
- Ideate names for brands, products, services, and initiatives
- Establish tone of voice and messaging guidelines for brand strategies

Junior Copywriter | Edelman

March 2020-February 2021

- Clients: TAZO Tea, Dove, Ajinomoto
- Write social content for Instagram, Twitter, and Pinterest
- Analyze social trends and engage with online community
- Brainstorm, write, and execute creative campaign concepts

Freelance Junior Copywriter | Wunderman Thompson

October 2019-February 2020

- Clients: John Hancock, Raising Cane's, OneMain Financial, Idemia
- Ideate and write TV and radio scripts
- Write content for social posts, websites, and digital ads
- Pitch and execute activation ideas, UX strategy, and digital campaigns

Copywriting Intern | Wunderman Thompson

May 2019-October 2019

- Clients: Amtrak, Nestlé, TD Bank, Raising Cane's, OneMain Financial, Idemia
- Write content for social posts, emails, and digital ads
- Collaborate with art director to pitch activation ideas and scripts

Copywriting Intern | Publicis Rokkan

May 2018-August 2018

- Clients: Cadillac, Fresca, and new business
- Write social media and website content