



RELEVANT EXPERIENCE

COPYWRITER

Sullivan | NYC | August 2021 - current

- Collaborate with strategists, designers, and creative directors to answer creative briefs, brainstorm, and present to clients like J.P. Morgan, Bank of America, and Crown Castle.
- Write headlines and copy for websites, digital ads, email campaigns, and social media.

COPYWRITER

Freelance | NYC | July 2020 - July 2021

- Worked with individual clients on creative strategy and execution of websites, print ads, social media, logos, etc. to reach unique marketing goals.

JR. WRITER - BRANDED CONTENT

ViacomCBS, Viacom Velocity | NYC | Feb. 2020 - June 2020

- Produced branded content for linear, digital video, and social media platforms in collaboration with creative directors and the creative & production team.
- Answered creative briefs, ideated concepts, wrote original pitches and scripts, worked with production/post/networks on promos, sizzles, spots, campaigns.
- Tapped into Viacom IP, talent, and voice to connect brands like GEICO, Panda Express, T-Mobile, etc. with MTV, VHI, and Paramount Network audiences.

MARKETING OPS/COMMS DEPARTMENT ASSISTANT

ViacomCBS, Viacom Velocity | NYC | Feb. 2018 - Jan. 2020

- Developed strategic branding, creative internal and external communications, and B2B marketing through presentations, weekly newsletters, company websites, case studies, industry award submissions, press coordination, and trade events.
- Managed Velocity Twitter, wrote copy, tracked trends to engage audiences in real time.
- Assisted SVP, VP, and team of eight with scheduling, research, note-taking, database maintenance, phones, errands, travel, and event coordinating.

COPYWRITING & DESIGN COORDINATOR

LIFARS (cybersecurity) | NYC | Jan. 2017 - Feb. 2018

- Produced a one-woman show of strategic marketing content for social media, websites, email newsletters, brochures, one-sheets, scripts for digital ads, etc.
- Doubled traffic to the website by sharing weekly blog posts on social media.
- Increased monthly profile visits by 200% on Twitter and improved social media engagement on LinkedIn and Facebook for company and CEO profiles.

COPYWRITING INTERN - BRANDED CONTENT

Viacom, Viacom Velocity | NYC | Jan. 2016 - Jan. 2017

- Pitched concept for Pizza Hut spot "No One Out-Selfies The Danielle," which was produced for VHI as part of a cross-network campaign spotlighted in Adweek.
- Ideated original concepts to connect brands to Viacom fans across various platforms.
- Partnered with designers to write and edit copy for branding projects, concept write-ups, pitch decks, websites, event materials, headlines, and awards submissions.

DIGITAL MARKETING INTERN

Hain Celestial | NY | Jun. 2015 - Aug. 2015

- Created social content calendars and wrote posts for Hain Celestial and 10+ food brands.
- Used Google & Facebook analytics to track & analyze core KPI data for 20+ brands.

LEAD COPYWRITER; STRATEGIST; PRESENTER

AAF's National Student Advertising Competition | 2015 - 2016

- Won 1st place in district and 4th place in U.S. for Snapple campaign.

EDUCATION

B.S. ADVERTISING COMMS - CREATIVE COPYWRITING

St. John's University | NY | GPA 3.96 | 2017

TV WRITING MFA-LEVEL PROFESSIONAL PROGRAM

UCLA | August 2020 - June 2021

MY STORY

Actor and screenwriter turned copywriter. The best brands are unique characters. I'm on a mission to boost brands one word at a time.

HOW I CAN HELP

- Brainstorms
- Creative concept ideation
- Linear & digital video scripts
- On-brand copy
- Organic & paid social
- Client presentations & pitches
- Live-action shoots
- Post-production

WHY ME?

- Lifelong storyteller
- Passionate wordsmith
- Motivated self-starter
- Positive collaborator
- Detail-oriented editor
- Nickelodeon lover

STORYTELLING

- Comprehensive Copywriting Academy
- TV Writing Intensive | Columbia University
- TV Comedy Writing | Jerry Perzigian
- Improv | Upright Citizen's Brigade
- Acting | 15+ Years

TOOLS

- YouTube, Facebook, Instagram, Twitter
- Social publishing (i.e. Sprinklr & Hootsuite)
- Adobe Photoshop & Illustrator
- Social analytics platforms
- Microsoft Office & Google Suite

SAY HEY

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