

Carlos Copywriter

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MEDIA EXPERIENCE

Social Relations Intern, Project Edeline, *Eugene, OR* Oct. 20XX-Current

- Developed social media campaigns, increasing public and private support through Facebook, Twitter, Instagram, and Blogger, resulting in three corporate sponsorships
- Designed and wrote content to create company website with squarespace.com
- Edited three-minute promotional video with Final Cut Pro X to solicit sponsorship
- Increased website viewership by 21%, gaining insight on the most influential mediums and website behaviors through Google Analytics

Copy Writer, Back to Eden Bakery, *Eugene, OR* Jun. 20XX-Sept. 20XX

- Collaborated with clients and teammate to design print advertisement for The Portland Mercury
- Designed aesthetics of advertisement with Photoshop and InDesign, resulting in 12% increase in sales
- Wrote advertisement copy celebrating marriage equality laws and promoted inclusive cake designs

Designer, Raff Clothing Co., *Eugene, OR* Dec. 20XX-Jun. 20XX

- Actively collaborated with four team members to create advertising campaign for Eugene
- Utilized InDesign and Photoshop to develop website banner advertisement to increase sales
- Communicated with client to create social media campaign that increased brand awareness by 25%

Account Representative & Strategist, NASCAR Ad Campaign, *Eugene, OR* Oct. 20XX-Dec. 20XX

- Collaborated with team of five to create ad campaign and execution deck based on detailed brief and budget from NASCAR executives
- Formed relationship with representatives from Barstool Sports, NASCAR, and multiple racetracks to facilitate realistic brand-aligned outcomes

Strategic Leader, Creative Strategy Project, *Eugene, OR* Jan. 20XX-Mar. 20XX

- Lead team of four, including designer, copy writer, and videographer
- Interviewed presidents, senior executives, and employees at Imagination International Inc., Glory Bee, and Wildish Construction to understand elements of the brands
- Communicated findings to colleagues and advertising professionals through video and presentation that informed genuine business practices

ADDITIONAL EXPERIENCE

Intern, Relief Nursery, *Eugene, OR* Jan. 20XX-Jun. 20XX

- Practiced intervention therapy techniques with youth to promote healthy social interactions
- Assisted with parenting class lectures of 12 people to offer support to low income families
- Collaborated with faculty to plan fundraising events raising over \$100,000 in donations

Counselor, Tualatin Hills Park & Recreation, *Beaverton, OR* Jul. 20XX-Aug. 20XX

- Supervised sports and craft activities for 150 campers with special needs from ages 6-50 years old
- Designed and taught art projects for large groups while personalizing teaching style to individuals
- Facilitated 35-day trips for 50+ campers with disabilities to promote appropriate behavior

EDUCATION

University of Oregon, *Eugene, OR* Jun. 20XX

Bachelor of Science, Advertising | Minor, Sociology