

EDUCATION

Master's of Advertising

Texas Creative- Copywriter
University of Texas at Austin
2020-2022

Bachelors of Business Administration

Marketing and Management
Pittsburg State University
2016-2020

HONORS

2022 Austin ADDY Student Best in Show - OOH

2022 Austin ADDY Gold - OOH

2022 Austin ADDY Silver - Consumer Campaign

2022 D&AD New Blood Pencil Winner

2023 Austin ADDY Gold - Consumer Campaign

HOBBIES ON THE SIDE

- Admiring the strange structures I create out of clay
- Falling in roller skates
- Hunting for the best gyros in town

EXPERIENCE

Copywriter

Jun 2022-Present

Barkley | Kansas City, MO

- Clients: LL Flooring, Wawa, Delta, The Salvation Army, Kinetic by Windstream, Motel 6, and Smoothie King
- Concept and create 360 brand campaigns, ongoing promotional campaigns, and product launches
- Assist with DEI+B landing page

Jr. Copywriter-Freelance

Jan 2022-May 2022

McGarrah Jesse | Austin, TX

- Write post copy for the Whataburger Museum of Art Instagram account
- Create collateral for Frost Bank including emails and web materials

Jr. Copywriter

Jan 2022-May 2022

Tilted Chair Creative | Austin, TX

- Concept creative campaigns for new client pitches
- Write headlines and body copy for online banners, web pages, and magazine prints

INVOLVEMENT

Mentor/Teacher | The Workshop

- Lead weekly creative check-ins with Apprentices
- Provide creative direction to Apprentices on campaign development for an assigned brief
- Assist in networking and reviewing portfolios for Apprentices and their ongoing job search

Industry Relations Co-Chair | Advertising Graduate Council

- Develop relationships with agencies and brands for student networking opportunities
- Coordinate and host panels with recruiters and industry professionals