

EXPERIENCE

Hilton | *Senior Copywriter*

Present

Currently conceptualizing and producing engaging copy for emails, web, social media (TikTok, Meta, Instagram, YouTube, Pinterest, Snapchat), and promotional materials to drive brand engagement and customer action for Hilton brands and partnerships.

Travel + Leisure Co. | *Digital Copywriter*

Nov 2019 - Aug 2022

Strategized and developed digital experiences, editorial content, SEO, and marketing initiatives for world-leading travel brands, using content creation based on analytics, customer feedback, and user experience research.

&Barr | *Copywriter*

May 2019 - July 2019

Collaborated on creative content for TV/Radio, social platforms, digital billboards, web pages, and print for Ruth Chris Steakhouse, Rosen Hotels & Resorts, Security First Insurance, and Nemours Children's Hospital.

Irongate | *Marketing Coordinator*

Jan 2019 - April 2018

Rebranded logo, designed creative collateral, developed email marketing campaigns, wrote captivating listing descriptions, designed presentations, managed social media pages, and created persuasive social content.

Spark | *Copywriter*

Sept 2018 - Dec 2018

Developed copy for marketing collateral, radio, email, digital banners, social media platforms, and landing pages for clients such as Visit Florida, Levy's Leather, and Current Hotel.

Leo Burnett | *Creative Intern*

June 2018 - Aug 2018

Formulated brand tactics, presented pitch decks, and wrote compelling copy for social media, print, digital, and outdoor/in-store executions for MilkPEP, Alcon, and Grey Poupon.

EDUCATION & CERTIFICATIONS

Ringling College of Art and Design | *Bachelor of Fine Arts in Advertising*

Studied design, marketing, and creative development, honing skills in copywriting, strategy, and visual storytelling. Graduated with a 3.5 GPA.

The Fundamentals of Digital Marketing | *Google Digital Garage*

Accredited 26 topic courses consisting of analytics, data insights, and display advertising.

Social Media Certification | *HubSpot Academy*

Certified skills to leverage the power of inbound strategies and social media marketing.

SKILLS

Copywriting

UX Writing

SEO/Alt-Text

Social Content

Strategy

Design

AWARDS

National Student Gold ADDY

World's Longest Table - Out of Home
& Ambient Media - Single Occurrence
or Installation

Student Gold ADDY

Airbnb Seats - Elements of
Advertising - Digital Creative
Technology

Presidents List

Certification of achievement in
academic excellence

LET'S COLLABORATE



DAMGOOD.ME



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