

Summary

Seasoned copywriter who has worked with a variety of clients and mediums.

Experience

Living Abundantly with Sarah Vie

Comedy Coach // 2025

- Coached TV host for a stand-up comedy performance.
- Helped develop authentic jokes and material.

Organic

Senior Copywriter // 2021-2023

Freelance Copywriter // 2020-2021

Clients: Ford, Voyager

Mediums: TV, Email

- Played a key role in winning Ford's CRM email business.
- Taught improv comedy to the agency.
- Mentored two copywriters.

Madison Square Garden

Freelance Copywriter // 2017-2018

Client: The New York Rangers

Mediums: In-game advertising, Video

- Won a Bronze Clio for a social media video campaign.
- Interviewed players, alumni, and fans for feature videos.

Independent

Freelance Creative // 2012-2015

Clients: Pizza Pro, Chandler Nichol & Sloan, Foxfire Printing

Mediums: Print, Web, Branding

- Served private clients in Delaware for three years.
- Wrote and designed various forms of advertising.

Grey

Copywriter // 2007-2008

Clients: Dairy Queen, Hawaiian Tropic, Canon, Smuckers

Mediums: TV, Print, Radio

- Learned from award-winning creative directors.
- Wrote radio for Smuckers.
- Developed a national print campaign for Hawaiian Tropic.

Studio Lekker

Freelance Copywriter // 2023, 2024

- Explored utilizing AI to create advertising and marketing content.
- Developed copy for an exploratory campaign.

BBDO

Freelance Copywriter // 2019-2020

Client: Ford Service, Mustang Mach-E

Mediums: TV, Print

- Wrote three national TV commercials for Ford Service.
- Created a unique Mach-E print ad customized for an air show.

Organic

Copywriter // 2015-2017

Clients: Subway, Tim Tam, Quaker Oats

Mediums: TV, Radio, Web, Email

- Added a fun, positive voice to Subway's weekly emails.
- Developed a skill on the Amazon Alexa for Quaker.
- Mentored a copywriter intern.

1919

Creative Assistant // 2010-2011

Clients: The Ritz-Carlton Residences Vail

Mediums: Web

- Learned fundamentals of real estate advertising.
- Worked closely with film directors on set.
- Managed and edited advertising on the website.

Education

The School of Visual Arts

Film & Advertising Courses

Lehigh University

Theatre & Economics BA

Upright Citizens Brigade

Magnet Theater

The PIT

Improv & Sketch Comedy