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## UNIVERSITY OF MISSOURI '13 | BACHELOR OF JOURNALISM | STRATEGIC COMMUNICATION

### SPRING 2021 - PRESENT

ASSOCIATE CREATIVE DIRECTOR | UPSHOT | CHICAGO, IL

Tell compelling stories and craft breakthrough work from big ideas to consumer engagements to retail excellence for brands like Modelo, Corona, and Pacifico. Run photoshoots, lead a team and work in a collaborative IMC environment. Often lend a helping hand to score new business wins like Zappos, Planters and 360 Chicago.

### SUMMER 2017 - SPRING 2021

SENIOR COPYWRITER | UPSHOT | CHICAGO, IL

Drank a ton of coffee and worked on late-nights on pitch wins while doing projects for brands like Corona, Modelo, Pacifico, Kim Crawford, Edwards, Kum & Go and Liftmaster.

### SUMMER 2016 - SUMMER 2017

COPYWRITER | UPSHOT | CHICAGO, IL

Shed the "junior" title and became lead writer on the P&G and Johnson & Johnson creative teams, while floating to help other teams including Starbucks, Google, and Scotts Miracle-Gro.

### SUMMER 2013 - SUMMER 2016

JUNIOR COPYWRITER | UPSHOT | CHICAGO, IL

Learned the ropes of city living and wrote in-store, environmental and digital pieces for New Balance, Kraft and P&G. Developed solid presentation skills and an encyclopedic knowledge of the CTA.

### FALL 2012 - SUMMER 2013

COPY EDITOR & COPYWRITER | MOJO AD | COLUMBIA, MO

Created 360 campaigns for the US Fish & Wildlife Service and Famous Footwear at Mizzou's student-run agency while juggling classes, work and rugby (and napping in the backseat of my car whenever possible.)

### SUMMER 2012

COPYWRITING INTERN | JORDAN ADVERTISING | OKLAHOMA CITY, OK

Dealt with hailstorms, very hot weather and my fear of scorpions while tackling work for the Oklahoma Lotto, Little Rock Tourism Board and more.

### SUMMER 2011

COPYWRITING INTERN | POWERS AGENCY | CINCINNATI, OH

Wrote copy for Cincinnati-favorites like Frisch's Big Boy and Gold Star Chili while fighting my dad for thermostat control and finally getting my drivers license (and promptly getting into a fender-bender two days later.)