



EXPERIENCE

• Copywriter

BBDO LA
June 2021 - Present

- Clients - AT&T Entertainment Group, Juanita's Foods, and Ron Finley
- Sold and produced tv spots for the AT&T campaign, "you're not a bad person, you just need better internet."
- Sold and produced tv and radio spots for AT&T's appreciation campaign.
- Created the campaign, "Grow Your Money," that helped secure Ron Finley as a client.

• Jr. Copywriter

BBDO LA
August 2019 - June 2021

- Client - AT&T Entertainment Group
- Sold and produced several radio spots, print ads, billboards, and more for AT&T.
- Produced 270+ billboard-sized memes for DirecTV's NBA League Pass.

• Copywriting Intern

BBDO LA
June 2019 - August 2021

- Client - AT&T Entertainment Group
- Sold and produced radio spots for AT&T Internet and AT&T Network.
- Sold and produced print ads for AT&T Network.

• Assistant Publicist

Miller PR
January 2019 - April 2019

- Clients - Bumble, POW Entertainment, Armin Van Buuren, and Tyga
- Responsible for: pitch letters, copy, editing, research, and assisting at events.

• Assistant Copywriter

Dreamentia
June 2018 - August 2018

- Clients - Zankou Chicken, Shinkafa, and Joe's Auto Parks
- Responsible for: writing and editing copy for articles and managing social accounts.

• Singer & Songwriter

Self-Employed
May 2014 - Present

- Create lyrics, melodies, and instrumentation for original songs.

SKILLS & LANGUAGES

Creativity ●●●●●●●●

Adobe Illustrator ●●●●●●●●

English ●●●●●●●●

Microsoft Office ●●●●●●●●

Adobe Premiere Pro ●●●●●●●●

Spanish ●●●●●●●●

EDUCATION

• University of Southern California | Bachelor of Arts

Public Relations | GPA: 4.0
August 2015 - May 2019

• The Book Shop School for Ads

Los Angeles, CA
April 2018 - August 2019

HOBBIES & INTERESTS

