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SKYLER THOMPSON

A highly skilled advertising copywriter with a strong background in sales and marketing, holding a master's degree in mass communications and dual bachelor's degrees in advertising and marketing. Proven track record in creating engaging and persuasive advertising copy for renowned companies such as Procter & Gamble and Unilever, significantly increasing consumer engagement and brand awareness. Proficient in Adobe Creative Suite, Microsoft Office, SEO, and digital marketing strategies, with the ability to manage multiple projects under tight deadlines.

CONTACT

-  (123) 456-7890
-  email@example.com
-  LinkedIn
-  San Francisco, CA 12345

KEY SKILLS

- Adobe Creative Suite
- Concurrent project management
- Digital marketing strategies

EDUCATION

- BA in Advertising
University of Texas at Austin,
Austin, TX
- Bachelor of Science (BS) in
Marketing
University of Southern California,
Los Angeles, CA
- Master of Science (MS) in Mass
Communications
Boston University, Boston, MA

PROFESSIONAL EXPERIENCE

SENIOR ADVERTISING COPYWRITER, PROCTER & GAMBLE, CINCINNATI, OH |
JANUARY 2018 TO PRESENT

- Lead the creation and development of engaging and persuasive advertising copy for various media platforms, resulting in a 20% increase in consumer engagement
- Collaborate with the creative team to brainstorm ideas, develop concepts, and decide on the direction of advertising campaigns, contributing to a 15% increase in campaign effectiveness
- Review and edit copy to ensure it aligns with brand guidelines, marketing objectives, and overall campaign goals, maintaining 100% compliance with company standards

ADVERTISING COPYWRITER, UNILEVER, ENGLEWOOD CLIFFS, NJ | JUNE 2015
TO DECEMBER 2017

- Created and developed compelling advertising copy for print, digital, and social media platforms, contributing to a 10% increase in brand awareness
- Worked closely with the creative team to brainstorm ideas and develop concepts for advertising campaigns, resulting in a 12% increase in campaign reach
- Reviewed and edited copy to ensure alignment with brand guidelines and marketing objectives, maintaining a high standard of quality across all campaigns

PROFESSIONAL DEVELOPMENT

- CPC, American Writers and Artists Inc.
- Google Ads Certification, Google
- HubSpot Content Marketing Certification, HubSpot Academy