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# Isabella Mitchell

An imaginative and detail-oriented creative copywriter with 5+ years of experience developing unique concepts and writing copy that captures brand voice and drives consumer interest. Known for producing award-winning copy for top-tier creative agencies.

## CONTACT



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LinkedIn | Portfolio



New York, NY 10001

## EDUCATION

- BA in Creative Writing

New York University, New York, NY  
| May 2016

## KEY SKILLS

- Creative concept development
- Copywriting for advertising and branding
- Video scriptwriting
- Editing and proofreading
- Social media strategy

## PROFESSIONAL EXPERIENCE

### Creative Copywriter | BigCity Creative, New York, NY

June 2017 - Present

- Developed innovative campaigns for clients across the tech and fashion industries, resulting in a 25% increase in brand awareness
- Wrote and edited scripts for video ads, collaborating with video production teams to ensure cohesive messaging
- Led creative brainstorming sessions, producing ideas that helped clients reach target audiences more effectively

### Junior Copywriter | Creatives Inc., New York, NY

July 2016 - June 2017

- Assisted in writing copy for digital ads, social media, and websites, resulting in a 10% increase in engagement
- Developed creative strategies for ad copy that aligned with client goals, ensuring a consistent tone and message across channels
- Helped senior copywriters refine ideas for campaign concepts, improving client satisfaction by 15%