



SKYLER THOMPSON

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PROFILE

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.

KEY SKILLS

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

PROFESSIONAL EXPERIENCE

Senior Advertising Copywriter

Procter & Gamble, Cincinnati, OH | January 2018 - Present

- Lead the creation and development of engaging and persuasive advertising copy for various media platforms, resulting in a 20% increase in consumer engagement
- Collaborated 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
- Reviewed and edited copy to ensure it aligned with brand guidelines, marketing objectives, and overall campaign goals, maintaining 100% compliance with company standards

Advertising Copywriter

Unilever, Englewood Cliffs, NJ | June 2015 - 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

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 DEVELOPMENT

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