



TONE GREEN **COPYWRITER**

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www.tonewrotethis.com

EDUCATION

THE CREATIVE CIRCUS
2020-2021| Copywriting

SYRACUSE UNIVERSITY
2016-2019| BA Writing and Rhetoric

SKILLS

Creative Strategy
Copy Editing
Creative Concepting
Content Creation
Photography
Scriptwriting and VO
Storytelling
Branding
Project Management
Client Solutions
Presentation Leading
Trends and Market relevance
Creative Digital Marketing
Adobe Suite (Ps,Ai,Id,Xd)
Canva

EXPERIENCE

Peter Mayer Advertising
6/23-3/25 **COPYWRITER**

- Collaborating with Creative Directors, Designers, and Art Directors
- Developing strategic creative concepts for digital, out-of-home, social, and native placements
- Collaborating with social teams, PR teams, to pitch for new agency clients
- Clients worked on: Quantum Fiber Internet, Kennedy Space Center, Louisiana Tourism

Allen & Gerritsen
1/22-6/23 **ASSOCIATE COPYWRITER**

- Developing creative concepts and producing print, social, digital, radio, video, and out-of-home executions
- Communicating best practices and solutions to clients based on their creative goals
- Collaborating with social teams, PR teams, to pitch for new agency clients
- Clients worked on: The Ninety Nine Restaurants, Meet Boston, Dunkin' (regional)

GroupM
3/21-5/21 **DIGITAL MARKETING EXTERN**

- Tasked with collaborating to accomplish marketing exercises
- Using active communication and gathering insights to best assure the most buzz per client campaign
- Analyzing data for marketing strategy