

RENEE HILL

Copywriter

CONTACT

301-801-3702
reenechill.com
reenechill96@gmail.com

EDUCATION

Savannah College Of Art And Design
B.F.A. Advertising and Branding
Summa Cum Laude
2020

SKILLS

Copywriting
Digital Media Copywriting
Storytelling
Trend Forecasting
E-Commerce Management
Organization
Collaboration

RECGONITION

1x Gold Winner Telly Award
1x Silver Winner Telly Award
1x Bronze Shorty Award
5x ADDY Awards
1x Red Dot Nomination
Top 1% Of Sellers On Etsy
Dean's List

WORK HISTORY

Digital Media Copywriter

Keyper Company, 2020 to Present

- Collaborated with a creative team to write video ideas, captions, and scripts for creators Collins and Devan Key across several social media platforms.
- Integrated storytelling with trends to create viral and compelling pieces of content.
- Combined knowledge of social media platforms with writing skills to concept and create videos that have accumulated over 725,000,000 lifetime views.
- Wrote sponsored messaging into scripts that felt genuine to the audience and resulted in conversion rates that exceeded brands' expectations

Copywriting Intern

PETERMAYER, 2020

- Partnered with an art director to create branded content for the Evangeline Maid, Century Link, and PETERMAYER Instagram accounts.
- Assisted senior copywriter with ideation and scripting for OTT spots for Century Link.

Small Business Owner

Etsy, 2014 to 2019

- Started a top-selling small business on Etsy while in high school.
- Wrote listing names and descriptions that set my products apart from my competitors.
- Used search engine optimization to grow conversion rates and double sales in one year.