



## **COPYWRITER**

### **CONTACT**

**Phone:** 301-801-3702

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**Portfolio:** reneechill.com

### **EDUCATION**

Graduated Summa Cum Laude from Savannah College of Art and Design with a B.F.A. in Advertising and Branding in 2020.

### **SKILLS**

Copywriting

Digital Media Copywriting

Script Writing

E-Commerce Management

Microsoft Office

Leadership

Organization

### **ACHIEVEMENTS**

#### **ADDY Awards 2020**

Received five ADDY awards from the American Advertising Federation

#### **Summa Cum Laude 2020**

Graduated with a 3.93 GPA

#### **Dean's List 2017-20**

Savannah College of Art and Design

#### **Honors Scholarship 2017-20**

Savannah College of Art and Design

#### **Top Seller on Etsy 2016**

Ranked in the top 1% of sellers

### **KEYPER COMPANY 2020-PRESENT**

Digital Media Copywriter for YouTuber Collins Key

- Writes compelling video titles that have drawn in 49 million viewers and counting
- Writes brands integrations that attract sponsor collaborations on videos
- Collaborates with other writers on video scripts

### **CHILLIAD 2017-2021**

E-Commerce Store Owner

- Ran a small business across several e-commerce platforms
- Used SEO to name products and increase sales
- Wrote product copy to grow conversion rates
- Wrote social media posts to attract new customers

### **PETERMAYER SUMMER OF 2020**

Copywriting Intern at an Integrated Marketing Agency

- Wrote copy for the Evangeline Maid Instagram account
- Wrote script copy for Century Link OTT spots
- Wrote copy for the Century Link Instagram account

### **VERA CORA 2014-2017**

Owner of a Top-Selling Etsy Store

- Used SEO to rename products and double sales in one year
- Wrote product copy to grow conversion rates
- Was featured in *High Times* Magazine

References available upon request.