

CAROLINE MARTIN

COPYWRITER

CONTACT



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Itscarolinemartin.com



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SKILLS

Basic Adobe

Brainstorming & team collaboration

Concepting Tik Toks & Instagram Reels

Creative campaign development

Creative strategy

Comedy writing

Stand-up comedy

Un poco de Español

WORK EXPERIENCE

The Sasha Group | July 23' - present

Copywriter

- Write spots for rebrand campaigns on Cantu, Interstate Batteries, & Travepass
- Write scripts for posts on Instagram Reels and Tik Tok on Hyundai, Dr Teal's, Cupcake Wine, Cantu, & Winland Foods
- Ideate & write copy for social media posts on Hyundai, Dr Teal's, Cupcake Wine, Cantu, Creamette, Travepass, Muellers, No Yolks, Earthkind, & San Giorgio

McCann New York | March 22' - May 23

Copywriter

- Develop creative campaign for instax FUJIFILM & IMVEXXY
- Write social scripts for U.S. Bank & State Street Global Advisors
- Ideate & write copy for social media posts on instax FUJIFILM, U.S. Bank, Ulta, & State Street Global Advisors

Spartan Race | October 21' - March 22

Junior Copywriter

- Write content for email & online marketing
- Ideate & write post copy for social media posts

Designory | May 21' - Oct 21

Junior Copywriter

- Write content for email & online marketing
- Ideate & write post copy for social media posts

EDUCATION

Chicago Portfolio School | January 20' - March 21'

Copywriter training!

IES Abroad | Barcelona, Spain

Spring Semester 2018

University of Wisconsin- Madison | Class of 2019

BA in Journalism with emphasis in strategic communications