

# CHLOE CHRISTIANSON

## Junior Copywriter \*Social Strategist \*People Person

I found copywriting in university, and it just clicked. Coming from graphic design, giving my work a stronger voice felt like the challenge I'd been waiting for. Since then, I've written for agencies like BBDO and Digitas and I'm still pinching myself that this is what I get to do every day.

Austin, TX

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## WORK EXPERIENCE

### Copywriter *Helm's Workshop* **October 2025 - Current**

- Uncovering insights through interviews, research, and cultural chatter to deliver beautifully bespoke copy for web design clients
- Turning business goals into clear, intentional words that people notice and want to share
- Helping brands find (or fix) their voice—across packaging, headlines, scripts, social posts, and “wait, what if...” campaign ideas

### Copywriter Intern ***DIGITAS***, \*FedEx **Summer 2025**

- Creating organic brand memes, short-form video scripts, and humorous dialogue to drive engagement, promote shareability, and position FedEx as culturally relevant and likable
- Writing agile social media copy and content designed to resonate with Gen Z audiences and build brand affinity

### Content Creator ***SCAD*** **June 2024 - July 2025**

- Produced and edited mentor interviews, optimized for short-form social content designed to promote the university's Del Sole School of Business Innovation
- Captured studio headshots, produced social media content, and led videography for SCAD's Advertising Department award shows, events, and professional workshops.
- Corresponded with executive guests from leading advertising roles within Dentsu, Nokia, Meta, and McKinsey & Company

### Copywriter Intern ***BBDO Atlanta***, \*The Home Depot \*Sanderson Farms \*Bayer Crop Science, **Summer 2024**

- Crafted cohesive, high-impact copy for campaign launches across events, out-of-home, digital, and email marketing channels
- Pitched creative concepts and treatments, including detailed storyboards and scripts, to clients and internal teams
- Worked with production teams to refine commercial edits and ensure they aligned with brief messaging

### Art Director ***The Donut Hole Bakery Cafe***, **Jan 2022 - June 2024**

- Led the redesign of core brand assets, including logo iconography, menus, merchandise, and social media visuals
- Concepted and seasonal campaign merchandise, developing pitch decks and sourcing vendors to bring ideas to life
- Produced original brand photography and custom illustrations for location-specific merchandise and souvenir collections

## SKILLS

### Adobe Creative Suite

- Adobe Illustrator, Photoshop, Premiere Pro, After Effects, Lightroom CC

### Other Tools

- Canva, Figma, ChatGPT, SORA, Google Gemini, DALL·E, Midjourney, Adobe Firefly, Microsoft Copilot, Runway, and Leonardo AI

### Hands-On

- Copywriting, conceptual thinking, cinematography, photography (familiar with Canon and Sony), social media copy, email marketing, scripting, campaign treatments, brand narratives, image re-touching, production sets, prop design, graphic design, illustration, brand strategy, video editing, basic motion media, print design

## AWARDS

Atlanta Ad Club Scholarship 2023

Atlanta ADDYs 2023, Silver - American Advertising Awards

2024 Young Shits, Gold - Spotify 'More to Music'

Augusta ADDYs 2025, Gold - Aperol

Augusta ADDYs 2025, Best in Show (Cinematography)- Aperol

Augusta ADDYs 2025, Judges Choice - Nespresso

District 6 ADDYs 2025, Silver, Branded Photography - Nespresso

## EDUCATION

### B.F.A. in Advertising and Branding

Savannah College of Art and Design (SCAD)

3.9 GPA | Dean's List | Savannah, GA