

CHLOE CHRISTIANSON

***Junior Copywriter *Social Strategist *People Person**

Atlanta, Ga

[linkedin.com/in/chloe-christianson](https://www.linkedin.com/in/chloe-christianson)

ChloeChristianson11@gmail.com

[ChloeChristianson.com](https://www.ChloeChristianson.com)

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.

WORK EXPERIENCE

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 and curated social media content for the Advertising departments 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

Graphic Designer ***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

Public Relations Intern ***The City of Destin, FL** Summer 2023*

- Designed informative graphics and data visualization assets to benefit city concerns and public policy matters
- Created a 40th-anniversary logo variant for the upcoming City of Destin celebration
- Developed social media posts, illustrations, and announcements for city-wide events, emergencies, and holidays

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

- SEO, social media copy, email marketing, scripting, campaign treatments, brand narratives, image re-touching, production styling/ prop design, graphic design, illustration, brand strategist, video editing, 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)

3.86 GPA | Dean's List | Savannah, GA