

Education

2006-2010

Chapman University

Orange, CA

- *Bachelor of Advertising & Public Relations*
- *Minor in Television*

Recognitions

- 1st Place Winner of the 2010 National Student Advertising Competition.
- 1st place winner of the Chipotle 30-seconds of Fame Viral Video Contest. (Grand Prize \$15,000.00)
- Winner of the Best Overall Positioning Strategy award for the 2008 National Student Advertising Competition. Client: AOL Instant Messenger.
- Shortlisted for the 2008 Cannes Future Lions Award.
- Winner of 7 Orange County Student Addy Awards.

Work Experience

2010-Present

DraftFCB

Irvine, CA

Full-Time Copywriting Intern

- Pitched a national Foursquare Social Media campaign to Petco CMO and Creative Director to increase foot traffic into stores.
- Created and pitched national commercials directly to the Taco Bell CMO.
- Developed print ads for the 25th Annual Taco Bell Franchise Convention.

2008-2010

Chapman University - Department of Student & Campus Life

Orange, CA

Marketing & Graphic Design

- Created various marketing materials such as posters, merchandise, and web elements for special events, movie screenings, and service opportunities.
- Designed new office identity including logos and creative guidelines.
- Gained experience in building and maintaining influencer networks.

2006- 2007

TBWA/Guatemala

Guatemala City, Guatemala

Full-Time Copywriting Intern

- Created and pitched creative concepts for clients Land Rover, Smartwater, and the Guatemalan Lotto.
- Developed copy for three Lotto print ads that gained international recognition on adsoftheworld.com.
- Effectively translated copy from English to Spanish while maintaining the creative concept and sales message.

Skills

- Fluent in spoken and written Spanish.
- Ability to think strategically from an advertising, branding, marketing, and overall business perspective with a strong focus on social media & creative.
- Advanced Photoshop, Illustrator, InDesign, and Final Cut Pro skills.