



BACKGROUND

I'm a freelance copywriter at Mill + Co., a boutique creative agency, where I write copy across media channels, create strategic media plans, and assist entrepreneurs in crafting their brand personalities and voices. I'm looking for an entry-level position in copywriting starting this fall.

SKILL SUMMARY


Platforms


- Microsoft Office
- Google Drive
- Hootsuite Certified
- Adobe Creative Suite
- Social Media


Skills

- Copywriting
- Creative Direction
- Project Management
- Target Audience Analysis
- Channel Plan Strategy
- Advertising Campaign Creation
- Branding and Brand Repositioning

CONTACT INFORMATION

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LIZ TRANTER

Copywriter

WORK EXPERIENCE

Copywriter and Creative Strategist

Mill + Co. | August 2021 - Present

- Write copy across all digital channels, including email, website, social media, and video scripts for a wide range of clients
- Create comprehensive and unique strategic media and brand plans for multiple clients in various industries ranging from data and AI to cosmetics

Strategy and New Business Intern

Mill + Co. | May 2021 - August 2021

- Responsible for industry research, new business outreach, and building meaningful relationships with potential clients
- Assisted in the creation of comprehensive strategic media plans

EDUCATION

Ohio State University | Columbus, OH

Bachelor of Arts | May 2022

Summa Cum Laude

Major: Strategic Communications

Minors: Fashion/Retail Studies and Design Thinking

Dean's List: Fall 2018 - Spring 2022

INVOLVEMENT

Fashion Production Association

Student Member | Oct 2019 - May 2022

- Assisted in the advertising, fundraising, and special event production of an annual fashion show that donates all proceeds to Dress for Success

Recruitment Guide

Panhellenic Association | Feb 2020 - March 2021

- Responsible for the education, guidance, and mentoring of potential new members
- Fulfilled various administrative roles and represented the Panhellenic Association and Pi Beta Phi sorority