NELLE THOMAS

copywriter

CONTACT

nelleonearth.com
nellecthomas@gmail.com
www.linkedin.com/in/nellethomas
704-999-2774

EDUCATION

The University of Alabama
B.A. in Communication, May 2018
Advertising Major
Minerva Portfolio Program
International Studies Minor
GPA: very good

SKILLS

Copywriting
Adobe Photoshop, InDesign, Illustrator
Pitching/Public Speaking
Social Media Management
Makes a mean pizza

EXPERIENCE

Copywriter Intern, McGarryBowen NY
(summer 2018)
- Concepted and wrote for local and national Subway campaigns including broadcast, digital, social, and radio
- Worked on social campaign for Northrop Grumman
- Won intern project competition with campaign for UPS

Student Copywriter, Minerva Portfolio Program
(August 2016-May 2018)
- Worked with Art Directors to create campaigns for CPGs, durables, and services
- Wrote creative briefs and crafted strategies for all campaigns

Lead Intern, Honors Year One Program
(March 2016-May 2018)
- Created curriculum, events, and more for freshmen
- Expanded this Honors College mentoring program from serving about 500 freshmen to serving about 1300 every year

Rome Intern, LeadAbroad
(summer 2017)
- Helped lead a study abroad program in Rome, Italy
- Considered by many to be a true scholar on not only Roman history, but also gelato procedure

Copywriter, AAF National Student Advertising Competition
(September 2017-May 2018)
- Provided creative insight and crafted ideas as part of an integrated marketing campaign
- Awarded 2nd place at the district level

Assistant Director, UA Dance Marathon Creative Team
(March 2017-February 2018)
- Created graphics and signage for many different events and fundraising campaigns