



## EDUCATION

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- 2012-2016 **SAVANNAH COLLEGE OF ART AND DESIGN, Savannah, GA + Hong Kong B.F.A. in Advertising and Copywriting**  
*Advertising with a film and broadcast concentration.*
- PARSONS PARIS, Paris, FR**  
*Art history and classical drawing.*

## EXPERIENCE

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- Jan 2023- Present **ASSOCIATE CREATIVE DIRECTOR / Doner**  
• 360 creative on new business, social media, digital, and more.
- May 2021- Jan 2023 **SENIOR COPYWRITER / Doner**  
• New business  
• Johnson & Johnson brands, JBL  
• Support in mentorship and creative direction
- Nov 2020-May 2021 **DIGITAL CONTENT AND EXPERIENCE CREATIVE / Alma, Miami, FL**  
• Strategy, content creation, creative ideation, and execution of digital and experience-focused work for Miller Lite, Pepsi, Wells Fargo, Pharma brands, new business pitches, and Energy Upgrade California with a focus on Latinx audiences
- Feb 2020-Nov 2020 **CONTENT CREATOR / Biscayne Bay Brewing, Miami, FL**  
• Social media creative content creation and strategy for one of the top local and independently operated breweries in Miami  
• Creatively launched Marlins Lager—The Official Craft Beer of the Miami Marlins  
• Press release writing, Influencer marketing, CRM development, Website creation
- June 2016-Dec 2019 **COPYWRITER / mcgarrybowen, Chicago, IL**  
• Start to finish 360 campaign experience on Lunchables: print, social media, digital, cinema and TV  
• Creatively supervised, wrote, and sold in a 2.2 million dollar partnership with Nickelodeon and Lunchables  
• Creatively led the first ever brand narrative integrated kidfluencer partnership (Ryan's Toy Review and more) for Lunchables  
• Spearheaded the organic social media strategy and creative content execution for Lunchables and Oscar Mayer  
• Mentored and supervised junior creatives  
• Strategized and executed on the ground creative for Oscar Mayer and NASCAR, resulting in over 650k organic impressions per race and 98% favorable sentiment.  
• Social media viral content creation and supervision that led to over 2 billion impressions  
• Celebrity campaign experience with Tea Leoni of Madame Secretary
- Summer 2015 **COPYWRITER ASSOCIATE / Leo Burnett, Chicago, IL, Summer 2015**  
• CRM on Malboro Red
- 2012-2016 **SOCIAL MEDIA DIRECTOR + DJ / SCAD Radio, Savannah, GA**  
• Created SCAD Radio's first social media strategy  
• Created a live music video series with now internationally recognized band, Triathlon  
• Tapped into the local Savannah community by having a radio show centered around local musicians and artists

## SKILLS

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- 360 advertising campaign creation
- Content creation
- Digital trend knowledge and research
- Social media + brand strategy
- Print + digital copywriting
- Presentation development
- Hootsuite/social monitoring
- Paid media for social + metrics
- Facebook Business Tools
- Client / agency relationships
- Creative direction and mentorship
- Microsoft Office
- Adobe Photoshop, Premiere
- UX Creative Direction

## LANGUAGES

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English  
Conversational Spanish  
Internet humor/memes  
Relevant Acronyms

## ACCOLADES/AWARDS

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*A selection of press/awards where my social media work has been featured*

Today Show  
Good Morning America  
USA Today  
Miami New Times  
Facebook Business Success Stories  
People Magazine  
Elite Daily  
Cannes Lions International Festival  
The Shorty Awards  
American Advertising Awards

## LET'S TALK

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AppleXenos.com  
AppleXenos@gmail.com  
(786) 327-6688