

Campbell George

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EXPERIENCE

McCann, New York - *Junior Copywriter*

June 2021 - Present

- Developed campaigns for ANNOVERA, Fujifilm, Coca-Cola, Microsoft, and Mastercard

BYU Broadcasting - *Copywriter*

August 2020 - May 2021

- Wrote billboard, print, and social ads to promote BYUtv & BYU Radio programming

International Hub, BYU Marriott School - *Editor*

August 2019 - April 2020

- Edited a textbook on international business by BYU Professors Oldroyd & Morris
- Wrote and edited 20+ articles posted to the iHub website to establish the Marriott School as a reputable International Business student resource

Musée Magazine, New York, NY - *Writing Intern*

May 2019 - August 2019

- Reviewed 6 books published by emerging and established photographers
- Attended galleries and wrote 4 features on local artists
- Wrote 12 magazine features such as interviews, biographies, and product reviews

BYU AdLab, Provo UT - *Copywriter*

January 2019 - April 2021

- Wrote copy and led concepting meetings for speculative campaigns for student projects
- Under NDA on campaigns for California Avocados, RAID, Grandpa Beck's Games, & more

Qualtrics, Provo, UT - *Copywriting Intern*

June 2018 - April 2019

- Wrote 10 blog posts on how companies can improve customer and employee experiences
- Wrote copy for 16 web ads and product videos
- Edited 5 e-books and web content about customer and employee experience
- Managed social media for company events that resulted in record engagement levels

EDUCATION

Brigham Young University, Provo, UT

September 2014 - April 2021

Bachelor of Arts in Communications with an Emphasis in Advertising and a Minor in Italian

SKILLS

Adobe InDesign

Microsoft Office Suite

Italian

Adobe Photoshop

WordPress

French