

# ALLY ROESCHLEIN

(630) 338-6947 - aroeschlein4@gmail.com

WEBSITE: allylonglastname.com

Chicagoan copywriter with experience in pharmaceuticals, beauty, and automotive.

## EDUCATION

**University of Illinois at Urbana-Champaign**

*Bachelor of Science in Advertising*

May 2020

## EXPERIENCE

### FCB Chicago

*Associate Copywriter - Promoted to Copywriter*

- Wrote and storyboarded scripts for the breakout TV spot of Pfizer's VELSIPITY.
- Regularly pitched concepts to new business that included major brands such as Fresh Step, Cottonelle, Coke, and more.
- Crafted CRM campaigns that followed a strict strategy.
- Wrote and produced social campaigns and videos, both long and short form.
- Presented original concepts to clients.
- Worked with art directors to ensure visuals were on-brief.
- Clients included: Johnson & Johnson, AbbVie, Tarsus, Prestige, Endo, and more.

### Ambir Technology

*Junior Copywriter*

April 2021 - April 2022

- Wrote copy for press releases, scripts, emails, and blogs.
- Participated in staff meetings to generate creative campaigns.
- Engaged and replied to social media comments.
- Developed and managed social media contests.

### Premier Beauty Supply

*Content Marketing Specialist*

August 202 - July 2021

- Wrote press releases.
- Managed email campaigns with Mailchimp.
- Reviewed graphic design work before it went to print.

### Aronson Advertising

*Copywriter*

July 2019- March 2020

- Wrote copy for popular car brands such as Jeep, Chrysler, and Dodge.
- Contributed to monthly meetings regarding page performance.
- Monitored the performance of specific content using Google Analytics.

### Top Box Foods

*Copywriting Intern*

May 2018 - July 2018

- Constructed and managed an email campaign within Mailchimp.
- Created GIFs and posters to convey the brand message.
- Communicated with partners of Top Box Foods about campaigns and brand voice.

## RELEVANT COURSEWORK

- The Second City Writing 1-6
- The Second City Stand-Up 1-2
- Adobe Photoshop
- Adobe InDesign
- Premier Rush
- Figma

## PASSIONS

- Illustration
- Stand-up comedy
- My dog, Beaver

