

ALLY ROESCHLEIN

(630) 338-6947 aroeschlein4@gmail.com

allylonglastname.com

EDUCATION

May 2019

University of Illinois at Urbana-Champaign

Bachelor of Science in Advertising

- *Relevant coursework: Studied under successful creative directors and authors to learn what made successful storytelling in campaigns.*

EXPERIENCE

AbelsonTaylor

November 2025 - Present

Copywriter

- Writes copy for :15/:30/:60 scripts, 360 campaigns, press releases, and more.
- Works with a medical team to craft messaging for qualitative and quantitative testing.
- Routinely contributes to new business pitches.
- Collaborates with strategy, account, and production teams to solve client business and marketing challenges.

FCB Chicago

July 2022 - November 2025

Junior Copywriter-Copywriter

- Wrote and storyboarded scripts for Pfizer's VELSIPITY launch campaign, including the brand's breakout TV spot.
- 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 original concepts for social campaigns and videos, both long and short form.
- Worked with art directors to ensure visuals were on-brief.
- Main clients included Johnson & Johnson, AbbVie, Tarsus, Prestige, and Endo.

Ambir Technology

April 2021 - April 2022

Junior Copywriter

- Wrote press releases, scripts, emails, and blogs about the latest in tech.
- Participated in staff meetings to generate creative campaigns regarding new tools.
- Engaged and replied to social media comments and developed contests.
- Managed email campaigns with Mailchimp.
- Reviewed graphic design before it went to print.

COURSEWORK/SKILLS

- The Second City Writing 1-6
- The Second City Stand-Up 1-2
- Advanced in Adobe Photoshop
- Advanced illustration in Procreate

PASSIONS

- Creative writing, a regular contributor to writtingbattle.com
- Illustration through oil, acrylic, and watercolor painting
- Campaigns and stories that push a social change

- My dog, Beaver

