

ALLY ROESCHLEIN

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WEBSITE: allylonglastname.com

Chicagoan copywriter with a background in pharamcuiticals, beauty, and automotive. Relevant coursework in design, color theory, and adobe creative

EDUCATION

University of Illinois at Urbana-Champaign

May 2020

Bachelor of Science in Advertising

EXPERIENCE

FCB Chicago - Pfizer VELSIPITY

July 2022 - Present

Associate Copywriter

- Wrote social, CRM, and banner copy
- Wrote and storyboarded scripts
- Pitched concepts for TV commercial
- Worked on production for events, social, TV, and more.

Ambir Technology

April 2021 - April 2022

Junior Copywriter

- Wrote copy for press releases, scripts, emails, and blogs
- Participated in staff meetings to generate creative campaigns
- Engages and replies to social media comments
- Develops and manages social media contests

Premier Beauty Supply

August 2020 - July 2021

Content Marketing Specialist

- Wrote Press Releases
- Managed email campaigns with Mailchimp Created content for social media assets
- Reviewed graphic design work before it wenr to print

Aronson Advertising

July 2019 - March 2022

Copywriter

- 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 Analytic

Top Box Foods

May 2018 - July 2018

Copywriting Intern

- 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

SKILLS

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Microsoft Excel
- Mailchimp
- Premier Rush

PASSIONS

- Creative Writing
- Illustration
- Stand-up comedy
- Video editing
- My dog, Beaver

