

CASEY POWELL

Oakland, CA | 847.361.1764 | casey.lynn306@gmail.com

Education

The Creative Circus; Copywriting / September 2017

The University of Iowa; English / May 2010

Studied abroad at *University College Cork / Fall 2008*

Experience

Goodby Silverstein & Partners

Copywriter / September 2017 - Present

Started as an intern and was hired full time in January 2018. I have developed a wide range of writing styles & voices across a variety of brands, as well as exceptional presentation skills and directing ability. Was also a founding member of the Womxn of Goodby, our internal ERG.

Copywriter: **Idorsia** OLV, OOH, radio, digital, social, email; **Xfinity** experiential, social, digital, radio, OLV; **Liberty Mutual** radio, experiential; **Panera** pitch work & film; & **Tostitos** TV & radio.

Acting ACD: **Xfinity** (holiday) OOH, radio, digital & social. **Idorsia** digital & social

Blue Sky Agency

Junior Copywriter / June 2014 – December 2016

Worked mostly on print and OOH for clients like Honey Baked Ham, Primrose Schools, and Georgia Tourism.

Awards & other fun things

Young Shits / Finalist 2017

#ChangetheRatio: 3% Conference Ad School campaign.

Planned Parenthood / Young Professionals Committee 2019

Served on the junior board for the Mar Monte location. Arranged fundraisers, created social media campaigns, and hosted trivia.

The \$1000 GTT Improv Thing / First Place 2012

Won a 7lb hot dog, a show at Gorilla Tango Theatre in Chicago, and \$1,000.