

Paris Cipollone

Copywriter

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AGENCY EXPERIENCE

Copywriter Intern, FKA (Publicis) | *Summer 2023*

- Helped launch the Pop-Tarts characters on social media and spearheaded real-time agile social creative
- Concepted and executed email and organic social content
- Accounts: Pop-Tarts and GNC

MADE Copywriter Intern, Dentsu | *Winter 2022 - Spring 2022*

- Within 1 month we were trusted to lead social for Intel Vision
- Accounts: Intel and Chevron

Copywriter Intern, The Inturnship | *Winter 2021 - Winter 2022*

- Accounts: Violet Jessop Jewelry and Internal Social Media

Creative Intern, Magnet Media | *Summer 2021 - Winter 2022*

- Secured 3 new business pitches: Citadel, Millennium, and Osprey that led to the most profitable quarter on record
- Accounts: Chase, JPM, Millennium, and Osprey

OTHER EXPERIENCE

Strategy Intern, Allergy Food Startup | *Winter 2020*

- Gathered 90 funding opportunities and created their pitch deck

Social Media Manager, Haverhill Collection | *2019 - 2020*

- Transformed their Instagram into an engaged community, growing the account from 4,500 to 10,00 followers

Events Intern, Westchester Magazine | *Summer 2019*

- Helped run Wine & Food Week with 7,000 attendees

WHAT I WRITE FOR FUN

- Letters requesting Kellogg's to make gluten-free Rice Krispies
- Children's books with fantastical settings and animal characters
- Youtube videos helping authors learn about marketing
- A young adult fantasy novel about a kingdom's future being predicted through a stained glass painting

EDUCATION

VCU Brandcenter | **2024**

M.S in Business Branding

Track: Copywriting

Online Classes | **2023**

UCSD Writing Picture Books

UCSD Illustrating Picture Books

Wesleyan University | **2022**

B.A in English with Honors

Minor in Graphic Design

Field Hockey Collegiate Athlete

GPA: 3.6/4.0

SKILLS

Copy | Branding, Experiential, Print, TV, 360, Integrated, & Social

Software | Final Cut, Photoshop, Illustrator, Google Slides & Microsoft

Industries | CPG, Tech, Finance, Luxury, Fashion, Entertainment,

AWARDS

Graphis | **2022**

Honorable Mention in Advertising

Mobilize Ad Competition | **2021**

1st Place, hosted by 22squared

IBM Case Competition | **2021**

1st Place, competed against 20 teams