

Shelby Harper

I know there's more to being a great copywriter than just being a great writer.

(289) 971-5768 - shelby.lynne.harper@gmail.com - www.shelbyharper.com Password: realfood

EXPERIENCE

JR COPYWRITING INTERN

Klick Health, Toronto

MAY 2022 - PRESENT

- Worked on diverse projects that included 360 campaigns, print, digital, social, and video media.
- Collaborated with a creative team to build a 360 campaign and rebranding for a client.
- Pitched and presented a rebrand and a 360 campaign to a client.
- Conceptualized and generated ideas and applied them to the medical and legal requirements of the health space.
- Utilized great copywriting sensibility and supported the creative team while working under the supervision of Creative Directors and copy leads.

CO PRESIDENT

Inquire Publication, Kingston

May 2019 - June 2021

- Motivated students to speak out and engage in open dialogue about important issues.
- Hired and managed the team and fostered team discussion and debate during meetings.
- Wrote, edited, and published articles and proofread and supervised other articles before submission.
- Managed the publications website.

PRIME STUDENT AMBASSADOR

Student Life Network, Kingston

May 2018 - June 2019

- Increased awareness of the Amazon Prime Student membership and its benefits to students.
- Applied integrated marketing approach of digital, experiential, and peer-to-peer tactics.
- Utilized social media platforms to run live events on campus.
- Organized and ran student events, partnering with Queens clubs to further connect with students and promote Amazon Prime Student.

SKILLS

- GOOGLE OFFICE SUITE
- MS OFFICE SUITE
- SEO COPYWRITING
- ADOBE CREATIVE SUITE
- WEB CONTENT WRITING
- FIGMA
- CANVA
- WORDPRESS
- PUBLIC SPEAKING

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EDUCATION

QUEENS UNIVERSITY, Kingston

Bachelor of Arts Honours

September 2017 - May 2021

Major: English Literature and Language
Coursework: Creative Writing, Victorian Literature, Indigenous Literature, Modern Literature, Historical Literature

SMITH SCHOOL OF BUSINESS, Kingston

Business Certificate

September 2017 - May 2021

Awards: Marketing Excellence Award (2021)
Coursework: Marketing, Organizational Behavior, Business Fundamentals, Accounting, and Finance

HUMBER COLLEGE, Toronto

Advertising Copywriting

September 2021 - May 2022

Awards: Dean's List 2021/2022
Coursework: Copywriting, Advertising Studio, Writing for Digital Media, Persuasive Techniques, Creative Brief and Strategy, and Creative Development

AWARDS

DEANS LIST

Humber College, Fall/Winter 2021-2022

MARKETING EXCELLENCE AWARD

Smith School of Business 2021

LANGUAGES

ENGLISH

Native/Fluent

AMERICAN SIGN LANGUAGE

Beginner

PROJECTS

EAT REAL INTERNSHIP PROJECT —

Klick Health

Working alongside California non-profit Eat Real, I collaborated with other interns to build two rebranding packages and an advertising campaign designed to bring awareness to the organization and meet their donation goals of 16 million dollars by 2025.