

Shelby Harper

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EXPERIENCE

ZULU ALPHA KILO, Toronto — *Copywriter*

NOVEMBER 2022 - PRESENT

- Worked on diverse briefs in a fast-paced environment for a variety of clients in varying industries.
- Collaborated with a creative partner and Creative Directors to meet deadlines and produce high-quality work.
- Pitched and presented executions to clients and revised work to exceed expectations.
- Wrote compelling copy for print, social, and out-of-home advertisements.

WE CHARITY, Toronto — *Freelance Copywriter*

SEPTEMBER 2022 - NOVEMBER 2022

- Worked on digital copy projects that included newsletters, eblasts, and social posts.
- Collaborated with the Creative Director to make edits and adjustments as needed.
- Adapted to a fast-paced environment to meet deadlines on a short notice.

KLICK HEALTH, Toronto — *Jr. Copywriting Intern*

MAY 2022 - SEPTEMBER 2022

- Worked on diverse projects that included 360 campaigns, print, digital, and video media.
- Collaborated with a creative team to build a campaign and rebrand 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.

SKILLS

GOOGLE OS

MS OFFICE

SEO

ADOBE CS

FIGMA

CANVA

WORDPRESS

PUBLIC SPEAKING

AWARDS

DEANS LIST

Humber College,

Fall/Winter

2021-2022

MARKETING

EXCELLENCE AWARD

Smith School of

Business

2021

CERTIFICATIONS

RESEARCH ETHICS:

Ethical Conduct for

Research Involving

Humans

(TCPS 2: CORE 2022)

INQUIRE PUBLICATION, Kingston — *Co-President*

May 2019 - June 2021

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

STUDENT LIFE NETWORK, Kingston — *Amazon Prime Student Ambassador*

May 2018 - June 2019

- Increased awareness of the Prime Student membership and its benefits to students.
- Applied integrated marketing approach of digital, experiential, and peer-to-peer tactics.
- Utilized social media platforms like Instagram and Facebook 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.

EDUCATION

QUEENS UNIVERSITY, Kingston — *Bachelor of Arts Honours*

September 2017 - May 2021

Major: English Literature and Language

SMITH SCHOOL OF BUSINESS, Kingston — *Business Certificate*

September 2017 - May 2021

Coursework: Marketing, Organizational Behavior, Business Fundamentals, Accounting, and Finance.

HUMBER COLLEGE, Toronto — *Advertising Copywriting*

September 2021 - May 2022

Coursework: Copywriting, Advertising Studio, Writing for Digital Media, Persuasive Techniques, Creative Brief & Strategy, and Creative Development