

# SHELBY HARPER

289-971-5768

shelby.lynn.harper@gmail.com

[www.shelbyharper.com](http://www.shelbyharper.com) | Password: mywork

[linkedin.com/in/shelbylharper](https://www.linkedin.com/in/shelbylharper)

ADVERTISING COPYWRITER

## PROFESSIONAL SUMMARY

Creative Copywriter with an eye for detail and a passion for crafting stories. Skilled in utilizing new techniques and keeping up with the latest trends in writing. Keen to take ownership of brand identity initiatives and dedicated to broadening companies' customer bases through clever advertising copy.

## SKILLS

### | PROFESSIONAL

Marketing Strategy  
Creative Ideation  
Campaign Development  
Brand Messaging  
Source Identification

### | TECHNICAL

Microsoft/Google OS  
SEO Copywriting  
Adobe Creative Suite  
FIGMA

## EDUCATION

### | BACHELOR OF ARTS HONORS

Queens University  
2021

### | BUSINESS CERTIFICATE

Smith School of Business  
2021

### | GRADUATE CERTIFICATE OF ADVERTISING COPYWRITING

Humber College  
2022

## WORK EXPERIENCE

### COPYWRITER

*Zulu Alpha Kilo, Toronto | November 2022 - Present*

- Wrote advertising copy for online, out-of-home, and print content, adhering to employers' overarching brand identity and personality.
- Produced content for diverse briefs in a fast-paced environment for prestigious accounts including Bell, Interac, and Subaru
- Presented clients with unique copy options based on overall marketing objectives in collaboration with Art Directors and Creative Directors.
- Developed short and long-term media outreach strategies in collaboration with cross-functional teams.

### JR COPYWRITER

*Klick Health, Toronto | May 2022 - November 2022*

- Conceptualized and generated ideas and applied them to the medical and legal requirements of the health space
- Played an instrumental role in creative planning and review sessions, working with the resourceful team to elevate the quality of content and designs
- Monitored the performance of copywriting campaigns and analyzed data to identify areas of improvement.
- Customized brand message to reach and capture target audience interest and drive engagement.

### PRIME STUDENT AMBASSADOR

*Student Life Network, Kingston | May 2018 - September 2019*

- Developed and implemented a comprehensive social media outreach strategy, resulting in increased followers.
- Built and maintained positive partnerships with student organizations by utilizing strategic plans.
- Applied integrated marketing approach of digital and experiential tactics