



Skylar Braswell

Copywriter

P: 727-412-0285

W: skylarbraswell.com

E: skylarbraswell6@gmail.com

About Me

Dynamic and motivated copywriter with experience working for world-renowned agencies. Adept at researching and crafting award-winning marketing campaigns for a wide variety of clients and products.

Experience in production, advertising, marketing, and social media.

Education

Miami Ad School

March 2020

Copywriting Portfolio Program

Florida International University

March 2020

M.S., Global Strategic Communications

University of West Florida

May 2017

B.A., Telecommunications/Film

Minoring in Leadership Communications and International Relations

Awards

Young Shits Shortlist, June 2019

Taking Stock in Children Full Scholarship
Recipient, May 2014

Experience

Creative Consultant

September 2019 - Present

Florida International University, Miami FL

Designs ads and video content to promote the library's benefits to increase student patrons. Handles administrative duties including tech support and event management.

Copywriting Intern

June 2019 - September 2019

Ogilvy and Mather, New York NY

Developed innovative social media campaigns and OOH ads for brands such as UPS, Nationwide, Ford Mobility and Champix. Currently, OOH ads are in production for Champix.

Production Intern

May 2017- August 2017

PBS' To the Contrary, Washington DC

Assisted the head producer with video production and editing for a feminist political panelist show that equally represents opposing views. Individually managed TTC Extras, a hub for topic analysis for the show's fans.