

# ADVERTISING

### COPYWRITER

#### CONTACT

**EDUCATION** 

(856)981-0223

Savannah College of Art and Design (SCAD) Sept 2016 - May 2020

cheridanarthur.com

carthu16213@gmail.com

SCAD Hong Kong Study Abroad March 2018 - June 2018

@cheridan.arthur (o)

SCAD Lacoste, France Study Abroad Sept 2019 - Nov 2019

@CheridanArthur in

BFA in Advertising and Branding Concentration in Copywriting

Graduated Summa Cum Laude

### **EXPERIENCE**

# **ACHIEVEMENTS**

Copywriter - VMLY&R - Chicago, IL July 2021 - Present (Promoted from Junior Dec 2022) Creative concepter and writer on the

May 2020

Mainted a 3.9 GPA throughout college

Intel team. Junior Copywriter - Tierney - Philadelphia, PA **SCADDY Awards** 

May 2020

Gold - Creative Tech Use

Sept 2020 - July 2021 Created short and long form content for clients such as Xfinity, Fine Wine & Good Spirits,

May 2019

Gold - Mobile Gold - Social Media

TD Bank, and more.

March 2019 - May 2019

to valet parking.

Silver - Art Direction Design Challenge - Jane Seymour Open Hearts

March 2019

Copywriting Trainee - Energy BBDO - Chicago, IL June 2020 - Sept 2020

First place

Created social media content, shoppable campaigns, banner ads and tv scripts for clients such as Wrigley-Mars, Bayer, and more.

Adobe Certification

March 2018

Adobe Illustrator - Graphic Desgin & Illustration

# Copywriting Intern - Dudnyk - Horsham, PA June 2019 - August 2019

Shadowed senior copywriter while creating a fully developed marketing strategy and ad campaign for a non-profit client.

SCADPro Designer - Volvo - Savannah, GA

Developed ideas and concepts for the future of

Volvo's autonomous cars from online shopping,

# **SKILLS**

### Software

Interpersonal

Adobe Illustrator Adobe Indesign Adobe Photoshop Adobe After Effects Microsoft Word Powerpoint

Determined Punctual Patient Ambitious

# SCADPro Designer - Venus Fashion - Savannah, GA January 2019 - March 2019

Elected as lead concept developer for an active social media strategy to increase customer engagement online and promote a pop-up event.

# Professional

Excel

Creative Problem Solving Creative Writing Communication Art Direction Design

## Student Designer - BBDO - Hong Kong March 2018 - June 2018

Participated in design challenge to create a brand experience for the HK based beverage, VLT, targeting HK millennials.