



ADVERTISING

COPYWRITER

CONTACT

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@CheridanArthur

EDUCATION

Savannah College of Art and Design (SCAD)

Sept 2016 - May 2020

BFA in Advertising and Branding with a concentration in Copywriting

AWARDS

Cannes Lion
Bronze | Social

ACD
Gold Cube | Gaming

ANDY
Gold | Idea

EXPERIENCE

Senior Copywriter | Edelman (Zeno Group)

Jul 2024 - Feb 2026

Concepted, pitched and created work across platforms and media. Used writing skills to effectively communicate and sell creative ideas, from social media to earned work.

Copywriter | VMLY&R

Jul 2021 - Jul 2024

Effectively collaborated to present and execute big idea thinking, resulting in transformed social media presence and impactful 360 campaigns for a wide range of clients.

Junior Copywriter | Tierney

Sept 2020 - Jul 2021

Crafted unique TOVs for brands across short and long form content to maximize engagement with target audiences.

Copywriting Trainee | Energy BBDO

Jun 2020 - Sept 2020

Ideated and created produced work across social, digital, broadcast, and online video platforms for a variety of clients.

Copywriting Intern | Dudnyk

Jun 2019 - Aug 2019

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

CLIENTS

Tech/Entertainment

Google, Intel, Xfinity

Food/Beverage

Coca-Cola Co., Conagra, Fine Wine & Good Spirits, Kerrygold, Mars Inc.

Other

TD Bank, Alka-Seltzer, Ziploc

SKILLS

Adobe Softwares
ChatGPT
Microsoft Word
Keynote
Powerpoint
Excel
Google Suite
Creative Problem Solving
Communication
Organization
Constant Curiosity