





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

CLIENTS

Tech/Entertainment
Google, OnStar, 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
Time Management
Organization
Constant Curiosity

EXPERIENCE

Senior Copywriter | Campbell Ewald
Apr 2026 - Present

Utilized creative problem-solving and writing skills to ideate, present and execute client briefs across a multitude of media.

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 | VML
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.