**Tracy G. Kentucky**

345 Main Street

Fort Wayne, Indiana 46001

Phone: 317-761-1519

Email: tgkentucky@anymail.com

**Career Summary:**

Over 7+ years of experience in the field of marketing and advertising with strong background. Proficient in all formats of advertising from digital to print. Ability to create impressive tag-lines and catchy phrases for promotional activities. Handled various types of business campaigns. Have a flair for writing, creativity, and innovate ideas and concepts.

**Summary of Skills:**

* Proficient in doing research and writing original contents
* Ability to think creatively and put ideas in words
* Knowledge about content development and marketing
* Ability to deliver strong promotional campaigns with an analytical mind
* Good presentation skills and ability to guide team members
* Excellent communication, organizational, and presentation skills

**Computer Skills:**

* Adobe Creative Suite/Cloud, Adobe InDesign, SEO Certification, Content Management Skills, MS Office, 60 wpm typing

**Work Experience:**

Senior Advertising Copywriter

Creative Sparks, Fort Wayne, Indiana

October 2015 – Present

* Editing, proofreading and reviewing contents and ensuring they meet company's standard and client demands
* Managing TV campaigns for a popular brand of shoes that boosted sales by 30%
* Managing company's social media presence by making regular updates to websites like Facebook, Pinterest, Twitter and Instagram
* Developing copywriting content for clients' social media pages
* Creating content for various established brands and keeping constant communication to meet their needs

Advertising Copywriter

HMH Advertising Agency, Fort Wayne, Indiana

July 2013 – September 2015

* Conducted meetings with clients to understand their requirements
* Composed creative headlines for popular brands
* Managed social media presence of clients by posting relevant and attractive catchphrases
* Collaborated with team members to design attractive logos and media contents for clients
* Developed advertising strategies for weekly tabloids of clients

In-house Copywriter

The Rosenthal Company, Fort Wayne, Indiana

August 2011 – June 2013

* Developed concepts for ad campaigns and in-house websites and increased traffic by 20%
* Created manuscripts for various clients
* Collaborated with senior copywriters and pitched innovative campaigns for potential clients
* Maintained weekly reports on the status of ad campaigns
* Initiated creative tactical plans for company's website as well as clients

Freelance Copywriter

Hawk's Ad Agency, Fort Wayne, Indiana

March 2010 – July 2011

* Composed headlines and ads for multiple clients in different sectors like food, clothing, furniture and travel agencies
* Wrote effective tag-lines for a nursery school
* Developed promotional campaign for customer rewards for an e-commerce website dedicated to pet accessories
* Interacted with popular editors on daily basis
* Created promotional ads for new campaigns

**Education:**

* Diploma in Journalism and Copywriting
ABC University, Fort Wayne, Indiana
2011
* Bachelor of Arts in English Literature and Advertising
ABC University, Fort Wayne, Indiana
2009

**Reference:**

On request.