

hello, this is my resume!

Caroline Apel

chronically online copywriter

CONTACT

CAROLINE.APEL@OUTLOOK.COM

WWW.CAROLINEAPEL.COM

(913) 575-7334

EDUCATION

UNIVERSITY OF MISSOURI

BACHELOR OF JOURNALISM,
STRATEGIC COMMUNICATIONS
SUMMA CUM LAUDE

BACHELOR OF ARTS, THEATRE
PERFORMANCE
SUMMA CUM LAUDE

HONORS & AWARDS

2006 TIME PERSON OF THE YEAR

TOP TEN PERCENT OF JOURNALISM
SCHOOL GRADUATING CLASS

DEAN'S LIST: 2016-2020

VOTED HIGH SCHOOL CLASS CLOWN

PROGRAM SKILLS

PHOTOSHOP

INDESIGN

PREMIERE PRO

META BUSINESS SUITE

CANVA

EXPERIENCE

Cannonball Agency

October 2021 - Present

Social Media Expert

- Became the go-to girl for content plans, caption writing, and having the inside scoop on niche internet trends.
- Developed a love-hate relationship with Meta Business Suite by posting content, which helped me advise on what we can and cannot do in each platform.
- Directed video teams and conveyed my (occasionally outlandish) vision in order to get the perfect look for our social media content.
- Coordinated with content creators to guide the creation of assets – and most importantly, avoid all our clients' pet peeves.

Copywriter

- Created assets for digital campaigns, print, email, out-of-home, table tents, press releases, and plenty of other ad placements.
- Assisted in rewriting websites for multiple brands and became the keeper of every page's copy doc.
- Pitched names for everything from mower and UTVs to chip flavors and the sci-fi cowboy characters that went along with them.
- Wrote a variety of scripts for TV commercials, social media campaign videos, PA live reads, and even an AI dog mascot.

Unofficial Commissioner of Fun

- Planned and executed monthly in-office activities in order to boost company morale (and get some free food).
- Revived ancient (i.e. pre-pandemic) office traditions like holiday potlucks and the legendary White Elephant extravaganza.
- Served as commissioner for numerous coworker competitions, including March Madness, NFL Survivor Pool, Music League, and Schnu (a sport that my coworkers invented).

Osborn Barr Paramore

June 2021 - October 2021

Copywriter Intern

- Assisted in the creation of print ads, TV commercials, social media posts and booth activations while working in my mom's basement.
- Researched competitor campaigns and pitched ways we could do much better work.
- Became a subject matter expert on seed sales, chicken gut biomes, and theme park tourism.

MOJO Ad

January 2020 - May 2020

Copywriter Intern

- Put my years of Girl Scout knowledge to the test by creating a campaign for The Association of Fish and Wildlife Agencies as an elaborate class project.
- Balanced all of the responsibilities that come with being a senior in college and working for a student-run ad agency.
- Collaborated with some kick-ass people who have very bright futures.