

hayley dupree

JUNIOR
COPYWRITER

OVERVIEW

I'm a writer who sees too many words in the world: in blogs, on clothing... My mission is to use words frugally, with intention—words that haven't gone bad.

CERTIFICATIONS

- IUCPSR Ethics in Research
- Collegiate-level German
- PTK Honor Society: Soft Skills
- Excel for Business

INTERNSHIPS

- MARC USA | Copywriting
- Point Park U | Advertising

CONTACT

say hay 412.996.8586

write hay hayley@hayley-dupree.com

judge hay hayley-dupree.com

FEATS

- Selected for Texas Creative Program, passed all levels
- 2019 ADDY Winner, Judge's Choice
- 2019 ADDY Winner, Bronze

EDUCATION

THE UNIVERSITY OF TEXAS AT AUSTIN

B.S. Advertising | DEC. 2018

Texas Creative Program, Copywriting Track

EXPERIENCE

FREELANCE JR. COPYWRITER

Dell Technologies + Alienware | 2019 – 2020

- Developed concepts for social content
- Devised, edited copy; collaborated on visuals
- Wrote + conducted interviews for video

ASSISTANT MARKETING DIRECTOR

Chick-fil-A MLK | 2015 – 2017

- Created all social media content, managed all accounts + consumer feedback
- Co-organized, co-directed marketing events; assessed event success; formulated event strategies

MARKETING TEAM ASSOCIATE

Chick-fil-A South Hills | 2012 – 2015

- Created promotional materials for events
- Lead marketing event activities, formulated event success strategies

ADVERTISING CONSULTANT

Cybercoins.net Inc. | 2009 – 2012

- Generated social content + responses to feedback
- Oversaw editing for PR + promo. materials
- Advised in expanding media presence, facilitated dialogue with media buyer