

# EXPERIENCE

## **VARIOUS AGENCIES // FREELANCE CD / ACD**

**08.18 – CURRENT**

Clients: Kona, Athleta, Google, Harley, Capital One & more  
Won 3 out of 4 most recent new business pitches  
Concepted 360° campaigns for all of Kona's 2022 creative  
Seamlessly move between leading & doing

## **APPLE INC. // FREELANCE ACD**

**05.20 – 03.21**

Interactive writer for Apple Watch (fall '20) & Mac (spring '21)  
Supervised and mentored small team of writers  
Worked directly with executive level approvers  
Liaised between teams to assure messaging consistency

## **FACTOR // FREELANCE SENIOR COPYWRITER**

**06.17 - 08.18**

Worked on an embedded creative team at Google  
Collaborated with clients & led creative development  
Defined new creative processes & team structures  
Worked on a variety of external & internal projects  
Implemented & trained coworkers on hiring practices

## **APPLE INC. // COPYWRITER & CREATIVE**

**08.14 - 06.17**

Primary writer for multiple launch products  
Editorial marketing for Apple Music, TV & App Store  
Collaborated on crossfunctional teams  
Mentored junior creatives & partnered with vendors

## **TEAM ONE // COPYWRITER**

**06.13 - 08.14**

Wrote for print, digital & web videos  
Worked on photoshoots from concept to final edit  
Created an unprecedented web experience

## **GOODBY // FREELANCE COPYWRITER**

**10.12 - 05.13**

Traditional & nontraditional advertising  
Executed long-term launch project  
Created & presented creative decks directly to clients

## **INSTRUCTIONAL DESIGNER & WRITER**

**02.11 - 11.12**

Designed & developed course material  
Taught professional classes internationally  
Created & edited technical documents

# EDUCATION

## **UNIVERSITY OF CENTRAL FLORIDA**

### **B.A. ENGLISH LITERATURE**

Major GPA: 3.9

Overall GPA: 3.7

Full-time student with a full-time job

## **FLORIDA STATE UNIVERSITY**

### **English Lit & Religious Studies**

Double major with 3.8 GPA

Student Ambassador 2004

Equestrian Team Secretary 2004

# ETCETERA

Proficient with Adobe Creative Suite  
Proficient with Google Drive products  
Highly collaborative  
Conceptual, strategic & bold  
Strong storytelling (words & visuals)  
Culturally curious  
Confident in presentation  
Passionate & compassionate mentor  
High emotional intelligence  
Excellent pattern recognition  
Great eye for blind spots  
Endless appetite for challenges



**Emily Boes Luedecke**

e.luedecke@gmail.com / (919) 665.9962

www.emilydoesnttweet.com