

KELSEY SARRACINO

JUNIOR COPYWRITER

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[LinkedIn](#) - [Portfolio](#)

SUMMARY

I'm a Boston University graduate with a degree in advertising and a minor in psychology. My college coursework included creative development, consumer insight and account management, and media strategy. I've also managed social media accounts for small businesses and am well versed in media trends.

EXPERIENCE

FREELANCE CONTENT WRITER

Masthead Media Company | MAR. 2022 - present

- Researched and pitched relevant articles targeted to Gen Z consumers for the JanSport account

ADVERTISING AND SOCIAL MEDIA INTERN

Collaborate and Elevate | MAY 2021 - SEPT. 2021

- Ran company Instagram, including: posting, reaching out to potential partners, and collaborating with members
- Wrote and edited articles for company blog

OREO CREATIVE TEAM LEADER

COM CM 217 | OCT. 2020 - DEC. 2020

- created original ad campaign for OREO, including: conducting primary research, channel strategy and recommendations, customer journey, and creative mockups
- presented to Global VP of Consumer Experience at Modelēz International Inc. (Jonathon Halvorson)

CONTENT WRITER

Spoon University | SEPT. 2020 - JUNE. 2021

- Researched industry topics and pitched new content trends
- Determined target demographic and catered article content to grow audience via SEO terms

SOCIAL MEDIA MANAGER

Rose Hill Stables LLC | AUG. 2019 - JAN. 2020

- Created original content for Instagram and Facebook, managed posting schedule
- Worked with relevant accounts to organize collaborations

EDUCATION

Bachelors of Advertising

Boston University | Graduated May 2022
Dean's List - 4 semesters

High School Diploma

Monte Vista High School | June 2018
Honor Roll - 6 semesters

AWARDS

Young Ones One Show 2022

Finalist selection and Gold Pencil winner