

ALISE CRITTENDON

CONTACT

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Location: Atlanta, GA

EDUCATION

UNIVERSITY OF GEORGIA

A.B. Advertising | May 2022

Certificates: New Media & Interdisciplinary Writing

- GPA: 3.94/4.00
- Presidential Scholar x4
- Dean's List x3

ONE SCHOOL PORTFOLIO SCHOOL | Chicago

- Track: Copywriting
- Oct. 2021 - Feb. 2022

SKILLS

Adobe Creative Suite, Canva, Hootsuite, Wordpress, Social Media Strategy, Event Planning, Slack, Deliverable Design, Web Development

CREATIVE EXPERIENCE

CREATIVE DIRECTOR OF COPY

Talking Dog Agency | April 2021 - Present

- Advise copywriting department, providing creative guidance and feedback on deliverables
- Write content for a variety of communications channels including the agency blog, LinkedIn, and Instagram
- Coordinate professional development programming such as booking guest speakers and preparing resources

CREATIVE STRATEGIST

Client: Traditions Highway | New Media Capstone | Aug. 2021 - Dec. 2021

- Worked in a team of 5 members to develop a fully functional mobile app for Georgia State Route Traditions Highway
- Determined project strategy based on client preferences and desired product positioning
- Conducted surveys to uncover human insights on traveling and mobile app preferences
- Developed brand messaging and copy, such as taglines, product pitches, and video scripts

COPYWRITER INTERN

Client: Walmart | FCB Chicago | June 2021 - Aug. 2021

- Interpreted insights and creative briefs to develop innovative campaign ideas
- Pitched brand act ideas to creative directors for feedback and further development
- Performed industry research to better understand client's positioning and opportunities
- Worked in intern teams to develop 3 full campaigns in a competition format

COPYWRITER

Client: Little Otter Skincare | Talking Dog Agency | Sep. 2020 - April 2021

- Wrote copy for a variety of media formats including social media captions, taglines, and website copy
- Captured brand's story and mission through consistent messaging, tone, and voice
- Created and edited detailed deliverables for clients based on a core brand strategy
- Collaborated with art director to develop social media content calendar

LEADERSHIP AND INVOLVEMENT

MOST PROMISING MULTICULTURAL STUDENT

American Advertising Federation (AAF) | Nov. 2021 - Present

- Named one of 50 most promising multicultural college seniors in the nation by advertising industry leaders
- Participate in career development workshops, conferences, and competitions
- Champion diversity, equity, and inclusion advancements within and beyond advertising industry

PRESIDENT

Women in Media at UGA | April 2020 - Present

- Lead an Executive Board of 11 members to manage and maintain the organization's progress and growth
- Plan, create, and schedule 10+ meetings and events each academic semester that promote women empowerment and professional development
- Design strategies to maintain community engagement despite COVID-19 restrictions

MULTICULTURAL ADVERTISING INTERNSHIP FELLOW

4A's MAIP | March 2021 - Aug. 2021

- Worked in teams of 14 fellows to create 2-3 campaigns for brands including Allstate and 100 Roses from Concrete
- Engaged in industry discussions with peers, exchanging cultural perspectives
- Participated in professional development conferences and events that championed DE&I