

# Andrew Barnes

## Copywriter

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### Relevant Experience

#### **Denver Ad School**

*March 2022 - July 2023*

- Created 360 brand campaigns, including concepting, collaboration with art and creative directors, and executing activations
- Developed creative ideas for rebrands, product launches, and branded content
- Wrote copy for various mediums, including social, OOH, and print
- Regularly presented new ideas to creative directors for feedback and improvement

#### **Writing for the Web**

*January 2021 - May 2021*

- Applied SEO best practices for personal website
- Developed skills in clear, concise, and relevant content creation
- Researched and developed a full-length feature story
- Maintained a regular blog

### Education

#### **Denver Ad School**

*March 2022 - July 2023*

Copywriting Track

#### **University of Georgia**

*August 2017 - May 2021*

B.A. English, Philosophy Minor

### Awards & Honors

#### **Gold Medal – The Denver One Club Awards, 2023**

Oura Ring – Student Campaign

#### **Silver Medal – The Denver One Club Awards, 2023**

Red Wing Shoes – Student Campaign

#### **Bronze Medal – The Denver One Club Awards, 2023**

Altoids Midnight – Student Campaign

#### **Bronze Medal – The Denver One Club Awards, 2023**

Smile Direct Club – Student Campaign

#### **Silver Pencil – The Young Ones One Show, 2023**

Diablo IV – The Church of Lilith, Integrated

#### **Merit – The Young Ones One Show, 2023**

Diablo IV – The Church of Lilith, Experiential

### Skills

Adobe Creative Suite (Illustrator, InDesign, Photoshop, Premiere Pro) | Communication | Content Creation | Creative Concepting | Creative Problem-Solving | Critical Thinking | Editing & Proofreading | Finding the Big Idea | Generating Insights | Time Management