

# EDO // COPYWRITER

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## EXPERIENCE

### BRAND MANAGER | FORMA PASTA FACTORY **2018-present**

- Oversaw the branding and launch of my family's fast-casual restaurant
- Manage restaurant's website, social media accounts, and marketing assets
- Oversee earned media program (Voted Top 100 Places to Eat in 2020 by Yelp)

### COPYWRITER INTERN | ERICH AND KALLMAN **summer 2021**

- Clients served: Meineke, Krave Jerky, Great Wolf Lodge, Friendly's
- Wrote copy for print, digital, social, and video content
- Assisted in new business pitches

### COPYWRITER INTERN | VSA PARTNERS **summer 2018**

- Clients served: IBM, WeWork, theTradeDesk, Spectrum Enterprise
- Wrote copy for print, digital, social, and video content
- Assisted in new business pitches

### COPYWRITER INTERN | CONOVER TUTTLE PACE **2016-2017**

- Clients served: Boston Red Sox, Eastern Bank, Breeders' Cup, UL
- Wrote scripts for the Boston Red Sox's opening day TV spot
- Wrote OOH copy for the Breeders' Cup return to the Del Mar racetrack

## EDUCATION

### VCU Brandcenter

M.S., Business  
Copywriting  
2022

### Boston University

B.S., Communication  
Minor History  
2017

## SKILLS

Photoshop  
InDesign  
Illustrator  
Lightroom  
Final Cut  
Dreamweaver  
Flash

## INTERESTS

Soccer  
Guitar  
Baking Babka  
Fishing  
Guy Fieri  
Vintage Liverpool Jerseys  
Forensic Science  
Street Food