

ASHLEY FOX

Right brain lets my ideas get weird – left brain keeps them rooted in strategy

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Skills

Creative direction + copywriting

Strategic + innovative thinking

Brand development

Problem solving

Detail oriented

Experience

Freelance Senior Creative / ACD: Copy _ November 2017–Present

Clients include: Samsung, Ulta Beauty, Google, Amazon, Coffee Meets Bagel, Alba Botanica, Three Olives Vodka, Havas + Publicis

- Support agencies, companies + startups with copy, identity/concept development, brand strategy + creative direction
- Develop effective creative solutions grounded in strategy through digital, traditional, experiential + social
- Collaborate with account/strategy teams on briefing process

Associate Creative Director

República Havas / Miami, Florida _ September 2016–November 2017

Clients included: Segura Viudas Cava, Tank Brewery, Google + Freixenet

- Managed + mentored a team of copywriters, art directors + a video editor including hiring, development + reviews
- Led teams in creating innovative, multi-platform campaigns from ideation to execution [video, social, web, events, print]
- Provided leadership + guidance to team members to help them meet their potential + help clients meet business goals
- Skilled at giving clear direction + constructive feedback to push creative ideas while keeping them on brief + on brand
- Supported growth by leading new business pitches/presentations – with the goal to make my audience understand, excite + feel

Senior Copywriter

Norwegian Cruise Line / Miami, Florida _ September 2015–September 2016

- Collaborated with all business owners [Casino, Food + Beverage, Trade, etc.] at NCL Headquarters
- Concepted + wrote scripts, print, social, branding + positioning, signage, product descriptions, web content + blog posts

Copywriter

Sapient Razorfish / Austin, Texas _ October 2014–September 2015

Clients included: Southwest Airlines, Johnson & Johnson, T-Mobile + Kia

- Sole writer on Southwest Airlines website + Transfparency microsite, ensuring consistency + personality across user experience
- Collaborated with IAs to give perspective on content flow + overall intuitiveness of the Southwest website
- Wrote awards scripts + had ownership from conception to VO to final video edit

Senior Copywriter

Drumroll / Austin, Texas _ December 2012–October 2014

Clients included: Microsoft, Bing, MSN, Xbox, Macerich Malls + Keds

- Crafted editorial calendars, developed tone + wrote social content, websites, microsites, email programs, newsletters + social

Freelance Copywriter _ March 2012–October 2012

Clients included: Blue Ion, Nest Realty, Angelika Film Centers + Kacin

Copywriter

Havas / New York, New York _ May 2011–May 2012

Clients included: Excedrin, Prevacid, Benefiber, PetArmor + Coalition for the Homeless

- Produced targeted, effective campaigns through TV, print, web, banners, radio, social + led UX/IA discussions
- Confidently presented creative to ECD + client-side executives

Education + Personal Growth

Florida State University / Tallahassee, Florida _ Bachelor of Arts in Advertising, December 2009

- Graduated Cum Laude (+ a semester early) from *The Princeton Review's* #1 Party School aka *thrived academically + socially*

Remote Year Participant / Europe + South Africa / Summer 2019

- Crushed briefs, met deadlines + video conferenced my international face off while working with up to a 9-hour time difference
- This was slightly more impressive pre-panny, before working remotely was all the rage