

Caroline Skou

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Copywriting Experience

Copywriting Intern

June 2022 - Sept. 2022

Droga5 / New York, NY

- Ideated & wrote for Meta, Chase, and lots of Adobe

Copywriter & Email Marketing Manager

Mar 2020 – Present

Kyle Cavan / New York, NY

- Ideate and execute creative campaigns for graduation, holiday, and the 50th anniversary of Title IX
- Manage and write 10 to 12 emails a week
- Launched Kyle Cavan's SMS marketing, and write 2-5 SMS a week
- Expand brand identity by developing copy for the website, paid social, and Instagram

Copywriting Intern

Jun 2019 – Aug 2019

Kyle Cavan / New York, NY

- Served as main point of contact for 10+ partnerships with brands such as Lively & Rent the Runway
- Managed and wrote for company blog, Due North for graduation campaigns
- Led new business brand initiative and successfully acquired a new client partnership
- Expanded branded content by hiring a photographer, creating a brief to outline the company's needs, and managing the photoshoot with the result of 200+ usable images for social media platforms

Education

Miami Ad School, New York, NY

Jan 2021 - Dec 2022

Copywriting Program

College of the Holy Cross, Worcester MA

Sep 2016 - May 2020

English Major, Concentration in Creative Writing

University of Edinburgh, Scotland

Sep 2018 - Jun 2019

Study Abroad Year

New York University, New York

June 2017

Writers in New York Summer Program

Technical Skills

Adobe Photoshop, Illustrator, InDesign, Premiere Pro, Keynote, Figma