

# RYAN ROMERO

COPYWRITER

## CONTACT INFO

### PORTFOLIO

[www.ryanromero.com](http://www.ryanromero.com)

### LINKEDIN

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### EMAIL

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### PHONE

(954) - 552 - 0354

## WHO AM I?

Austin, TX-based creative copywriter who is passionate about finding the ideal balance between function and form. I am searching for a role that will allow me to learn from the best while pushing myself to create groundbreaking work.

## SKILLS AND ABILITIES

- Copywriting (surprise, surprise)
- Creative strategy
- Content marketing
- Analytical writing
- Public speaking
- Adobe Photoshop
- Google Suite

## AWARDS

- 2021 AAF Austin Addy Winner for Ruffwear and Ember campaigns

## HOBBIES

- Cooking a recipe that takes way longer than expected
- Attempting to finish the Lord of the Rings books (going six years strong)
- Losing another match of Pickleball

## PROFESSIONAL EXPERIENCE

### BRAND & CREATIVE GRADUATE / COPYWRITER

PMG Digital Agency | June 2021 - September 2021

- Adapted my voice to a variety of formats, ranging from social posts to branded executions for cohesive campaigns
- Improved collaborative writing and time management skills by working on deadlines for large brands including Old Navy, Athleta, and Pennzoil

### GRADUATE TEACHING ASSISTANT

The University of Texas at Austin | August 2019 - May 2021

- Conceptualized and wrote copy for new assignments, projects, and exams for the course "Integrated Communications in Sports"
- Streamlined course organization to facilitate the learning and engagement of 200 students for four semesters

### COPYWRITER

Studio 2058 | January 2018 - May 2019

- Crafted copy and organized interactive events as part of a student-run agency at the University of Florida
- Created ads to support the launch and expansion of local brands such as aha Pure Foods

### COPYWRITING INTERN

AmOne | January 2016 - April 2018

- Overhauled the website of a South Florida-based online loan matching service for the first time in over 5 years
- Achieved goals for SEO, UX, and social media by developing and overseeing the implementation of an updated advertising strategy

## EDUCATION

### THE UNIVERSITY OF TEXAS AT AUSTIN

M.A. in Advertising | May 2021 (GPA: 3.80)

- Completed all four classes of the Texas Creative portfolio sequence, focusing on copywriting

### UNIVERSITY OF FLORIDA

B.S. in Advertising | May 2019, Summa Cum Laude (GPA: 3.91)

- Graduate of the University of Florida Honors Program
- Received minors in History and Entrepreneurship