



## Work Experience

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### TMA

**SR. COPYWRITER** JUNE 2021 – PRESENT  
**COPYWRITER** MAY 2019 – JUNE 2021

Currently focused on crafting big ideas and making big impact for clients across food + beverage and beyond. I work across mediums, but my day-to-day work is focused on shopper marketing for Pernod Ricard spirits brands. In my time at TMA I have had the privilege of working with clients like Lay's, Cheetos, Kendra Scott, Absolut Vodka, lululemon, State Farm and more.

### mbb Agency

**COPYWRITER** SEPTEMBER 2018 – MAY 2019  
**JR. COPYWRITER** MARCH 2017 – SEPTEMBER 2018

Wrote copy for for web and traditional advertising across a slew of local and national CPG clients. My day-to-day work included banner ads, blog and social content, print ads, outdoor boards, radio work and website writing, requiring someone willing to learn and adapt to suit the task at hand.

### The Frank Agency

**ACCOUNT REPRESENTATIVE** MAY 2016 – MARCH 2017

Worked one-on-one with Mercedes-Benz Vans dealers to produce localized direct marketing pieces. My job was interactive and client-facing, requiring a real "people person" with gobs of patience and a knack for creative problem-solving. Most of my day-to-day was spent on Conduit, a proprietary distributed asset management tool for which I also did product testing and wrote

### AdZou

**COPYWRITER** JANUARY 2016 – MAY 2016

Built an integrated communication plan for the University of Missouri library system from the ground up. Working in a small team with a small budget, I conducted primary and secondary research and crafted a social media plan, out of home advertisements and events schedule that the libraries could execute.

**MSA/DSA**  
MISSOURI STUDENT  
ASSOCIATION  
DEPARTMENT OF  
STUDENT ACTIVITIES

**MARKETING DIRECTOR** JANUARY 2016 – MAY 2016

Cut my teeth on social media by wielding channels with a combined following of +17,000 to promote campus-wide events for the University of Missouri.

## Contact Me

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**212 S WAVERLY DRIVE**  
**DALLAS, TX 75208**

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## Education

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**UNIVERSITY OF MISSOURI**  
**COLUMBIA, MISSOURI**  
**BACHELOR OF JOURNALISM**  
**EMPHASIS IN STRATEGIC COMMUNICATIONS**

**GRADUATION**  
May 2016

**CERTIFICATES**  
Multicultural Certificate

**ACCOMPLISHMENTS**  
Walter Williams Scholar  
Winner, Enterprise Sales Role  
Play Competition

**RELEVANT COURSES**  
Strategic Writing I & II  
Public Relations Writing  
Creative Portfolio  
Location-based Strategic  
Communication  
Strategic Research  
Marketing and Personal  
Selling Courses  
News Writing and  
Multimedia Journalism

## Skills

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Writing for print and digital.

Shopper marketing.

Big idea creation.

Blog and social content generation.

Video content ideation and writing.

Bad puns and even worse alliteration.

Bespoke television recommendations.

Trivia team MVP.