

# MEGHAN GULLEY

Copywriter

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## WHAT I BRING TO THE TABLE

Saatchi & Saatchi  
Junior Copywriter

June 2023 - Present

- Concepted and developed creative for high-profile Toyota campaigns.
- Wrote and refined linear/non-linear TV scripts and audio spots that received client approval and went to production.
- Crafted copy across a range of touchpoints including social posts, banner ads, and paid media extensions.
- Contributed to new business pitches that helped acquire 3 new accounts.
- Participated in full production process from concept to completion, including independent editing sessions.
- Coordinated creative direction on media partnerships with MindBodyGreen, Insider Media, Trusted Media Brands, social influencers, and relevant podcasts.

Arnold Worldwide  
Copywriter Intern

June 2022 - Aug 2022

- Concepted creative directions for Progressive Insurance and Monster.com campaigns, developing ideation skills and learning to incorporate feedback into stronger creative solutions.
- Attended industry 101 sessions covering essential functions: account management, strategic planning, and production workflows
- Adapted quickly to collaborative creative partnership model and agency operational standards.

Bumble  
Syracuse Campus Ambassador

Jan 2021 – June 2023

- Identified and secured partnerships with 5 high-traffic campus locations and local businesses, driving app downloads through sponsored events.
- Developed high-performing social content that resonated with college demographic and drove engagement.
- Executed diverse marketing initiatives including guerrilla campaigns, giveaways, and in-person events across the Syracuse campus.

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## HOW I GOT SO GOOD

Syracuse University  
S.I. Newhouse School of Public Communications  
Bachelor of Science in Advertising

Aug 2019 – May 2023

Martin J. Whitman School of Management  
Bachelor of Science in Marketing

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## ICING ON THE CAKE

- Proficient in Adobe Suite, Microsoft Suite, and Canva
- Experience using AI tools — Chat GPT, Claude, Ideogram, Google Imagen, Photoshop AI, Midjourney
- Fluent in social media and content creation
- Comfortable creating presentations and speaking to large audiences
- Organized and clear communicator between teams and departments