

SAM COFFARO

writer

EXPERIENCE

Bread N Butter | Senior Copywriter

Mar 2022–July 2023

I pitched and developed out-of-home and social campaigns for Zearn Math and Microsoft (Teams, OneDrive, Excel, and Developer).

Wunderman Thompson | Copywriter

Feb 2019–Feb 2022

Clients: Amazon Fire TV, Gates Foundation, Microsoft (Surface, Xbox, Edge, Bing, and Windows), T-Mobile, T-Mobile MONEY, Metro, and Japan Airlines.

POSSIBLE | Associate Copywriter

Sept 2018–Feb 2019

+ Copywriting Intern, June–Aug 2018

I helped pitch (and win) new business, shared my social media savvy, and learned best practices for accessibility.

Science & Memory | Copywriter

June 2016–June 2018

I crafted stories that capture and communicate the realities of climate change alongside a group of journalists, scientists, and creatives.

Allen Hall Advertising | Copywriter

June 2016–June 2018

A full-service, student-run agency. Budgets ranged from \$250.00 (I was the radio voice talent) to \$50K (our ad ran in *Bloomberg Businessweek!*).

Emerge Ghana, Ltd. | Intern

July 2017 in Accra, Ghana

Six lively weeks spent absorbing Ghanaian culture, observing advertising on a global scale, and creating work for local brands in Accra.

Her Campus Media | Editor-in-Chief, University of Oregon

June 2016–Dec 2017

+ Writer, Oct 2015–June 2016

With Her Campus, I published my writing, became a #ClickbaitQueen, and led a team of 20 women to achieve Gold level chapter status.

RECOGNITION

The One Club | Young Ones Student Award Finalist

Design for Good, Merit: Climate Change ABC's Campaign

May 2018, NYC

Fast Company | World Changing Ideas, 2019

Honorable Mention: Yen Asaase Food Reincarnated Campaign

Mar 2018–Accra, University of Ghana Pitch

May 2018–NYC, United Nations Headquarters Pitch

SKILLS

Strategic thinking

Concepting

Team collaboration

Creative writing

Educational writing

Email writing

Social media writing

Microsoft Office, Teams,

& SharePoint

Adobe InDesign, Photoshop,

& Illustrator

Digital CRM

Client presentations

Sound design

Attention to detail

Growth mindset

Empathy

Public speaking

Problem solving

Hand modeling

Cooking lasagna

Cross-stitching emoji

Scoring concert tickets

And, finally, making lists

EDUCATION

University of Oregon

B.S. in Journalism: Advertising

Class of 2018

Magna Cum Laude

CONTACT

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