SAM COFFARO

writer

EXPERIENCE

POSSIBLE | Associate Copywriter

Sept 2018—present

previously: Copywriting Intern, June—Aug 2018

Using fun acronyms like CTA and CTR for Microsoft CRM and acting as resident social media guru for the Bill & Melinda Gates Foundation.

Science & Memory | Copywriter

June 2016—present

Working with journalists, photographers, and strategists to capture the realities of climate change at the intersection of science and story.

Allen Hall Advertising | Copywriter

June 2016—June 2018

A full-service, student-run agency. Budgets ranged from $250 (hey, that's my voice on the radio) to $50K (my words made it on the cover of *Bloomberg Businessweek!*).

Emerge Ghana, Ltd. | Intern — Accra, Ghana

July 2017

Six chaotic weeks spent immersed in Ghanaian culture. I both created and observed advertising on a global scale.

Allen Hall | Faculty Services Student Assistant

April 2017—June 2018

previously: Building Monitor, Feb 2016—Sept 2017

I mastered the art of Xerox, honed my eye for detail, and found that students leave coffee stains like footprints.

Her Campus Media | Editor-in-Chief

June 2016—Dec 2017

previously: writer, Oct 2015—June 2016

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

EDUCATION

University of Oregon

Bachelor of Science in Journalism: Advertising, 2018

Magna Cum Laude

I learned to use critical, conceptual, creative skills to solve problems responsibly for people and brands in a global economy. 'Sco Ducks.

supplemental readings:

⅓ of a B.A. in English from California Lutheran University

6 months at the American Business School, Paris

10 years of hearing I should be a lawyer instead (sorry, dad)

SKILLS

Customer Relationship Management (CRM)
Email writing
Social media writing
Adobe Creative Suite
Google Drive
Squarespace
Strategic thinking
Photography
Public speaking
Sound design
Project management

RECOGNITION

The One Club / Young Ones Student Award Finalist

May 2018, NYC

Was recognized as a finalist in the Young Ones Design for Good category for Climate Change ABC's.

Yen Asaase Food Reincarnated Campaign Pitch

Mar 2018—Accra, University of Ghana

May 2018—NYC, U.N. Headquarters

Developed and pitched a campaign promoting compost in Ghana, in line with the United Nations' Global Goals for Sustainable Development.

Dean's List

Fall 2016, Winter 2017

Kappa Tau Alpha Honor Society

Inducted June 2016

Wednesday Night Beer Pong League Champion

Spring 2016

REFERENCES

Available upon request.

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