

JOSH MUHLBAUM

Strategic Copywriter

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Apparel
Health & Fitness
Beverage
Shopper & Retail
CPG
Hospitality & Travel
Automotive

OBJECTIVE

Bring passion, strategic thinking, and stylistic versatility to growth-minded creative companies.

EXPERIENCE

CVS HEALTH COPYWRITER

Woonsocket, RI | **Present**

Engaging with customers through a variety of media, including email, direct mail, in-store signage, and on all of the company's social platforms.

WIRE STONE DIGITAL FREELANCE COPYWRITER

New York, NY | **1/17 - 4/17**

Crafted thoughtful creative and strategic solutions for existing clients, and helped the agency increase its non-profit exposure.

Y&R MIAMI | BRAVO GROUP STRATEGIC PLANNING INTERNSHIP

Miami, FL | **5/15 - 8/15**

Conducted research and designed comprehensive briefs analyzing competitive and consumer landscapes, all within the rapidly-growing US-Hispanic market.

HOGARTH WORLDWIDE BUSINESS AFFAIRS & TRAFFIC INTERNSHIP

New York, NY | **5/14 - 8/14**

Maintained detailed transaction records and became a reliable conduit between the agency, talent vendors, and media outlets.

TENTHWAVE DIGITAL PROJECT MANAGEMENT INTERNSHIP

New York, NY | **5/12 - 8/13**

As a high school senior, gained a general understanding of the industry and how to manage creative workflow.

EDUCATION

UNIVERSITY OF MIAMI, SCHOOL OF COMMUNICATION

Coral Gables, FL | May 2016

Advertising, BSc

Minor in Business Law

REFERENCES Available upon request