

JOSH MUHLBAUM

Strategic Copywriter

OBJECTIVE

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

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joshmuhlbaum.com
(914) 582-0861

EXPERIENCE

CVS HEALTH

COPYWRITER

Woonsocket, RI | **5/17 - 5/18**

Engaged 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.

Verticals

Fashion

Health & Wellness

Beverage

Shopper & Retail

CPG

Hospitality & Travel

Automotive

Publications

The Rival Miami

Retail Experience

Saturdays NYC

Urban Outfitters

INTERNSHIPS

Y&R MIAMI | BRAVO GROUP

STRATEGIC PLANNING INTERNSHIP

Miami, FL | **Summer 2015**

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 | **Summer 2014**

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 | **2012-2013**

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