



**Emily Powell**  
**Copywriting**

**416.271.1825 - etnpowell@gmail.com**

## Education

2015 - 2017

Creative Advertising  
Diploma, Seneca College

2008 - 2012

Bachelor of Fine Arts  
Honours Degree,  
Film Production and  
Screenwriting,  
York University

## Achievements

Received Award of  
Excellence Celebrating  
Growth in Copywriting.  
Presented by Seneca faculty.

Crafted copy soon to be  
published in Vogue U.K.

## Objective

Obtain a copywriting position to create exceptional written work for the benefit of the agency and its clients.

## Profile

Words entice me. Their power to evoke emotion and influence behaviour is an endless fascination of mine. My writing skills span all forms of media. I'm a risk-taker with an unparalleled knack for creating exciting concepts. I work best with others and I always have a smile on, even in the most stressful situations.

## Skills

Copywriting  
Art Direction  
Video Editing

Video Shooting      Social Media  
Adobe Indesign      Microsoft Word  
Adobe Photoshop      Microsoft Power Point

## Experiences

### IMC Pitch, Grey Canada

Created and pitched a complete integrated marketing communications campaign for Yellow Tail. Our team won for best pitch.

### Digital Media Manager for The Social Media Artist

Wrote blogs, managed social media and created content for Lara Harb, a successful social media entrepreneur.

### Marketing Team Member for IRL The Series

Created social media content, wrote press releases, ran and monitored social media feeds and gathered analytics for In Real Life The Series, currently viewable on YouTube and Bell Fibe TV.

### Advertising/Creative Services Intern for Hayley Elsaesser

Crafted copy and concepts for her popular blog Hayley's World. Crafted interview questions to ask influential artists for the blog. Drafted and pitched creative advertising concepts. Edited video for social media.

## Clubs and Teams

Comedic Performer -  
Only The Weak  
Sketch and Improv Troupe

Musical Theatre Performer -  
Wavestage Theatre Company

Musical Theatre Performer -  
Vanier College Productions

Dancer - The Seneca Sting  
Varsity Dance Team

## Portfolio

[www.emilytnpowell.com](http://www.emilytnpowell.com)