

LINDSAY MCPARLANE

COPYWRITER

I create a brand vision using the intricacy of words.

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412.862.6431

EDUCATION

Copywriter — Miami Ad

School (January 2019-December 2020)

Coursework: Scriptwriting, Storytelling, Improv, Interactive Concepting, Gaming Concepting, UX, Product Creation, Digital Campaigns, and Social Media.

B.A. in Communication Arts —

Allegheny College

(August 2014-May 2018)

SKILLS

Creative Writing

Scriptwriting

Long & Short Form Copy

Writing/Editing

Website/Social Media Copy

Proofreading

Microsoft Office

AWARDS

2020 Clio Sports Bronze

Creative Conscience Short List

CREATIVE EXPERIENCE

Copywriter — DDB NY

(April 2022—present)

Clients include Kroger and Pure Leaf.

Junior Copywriter — Deutsch NY

(February 2021—April 2022)

Clients included Alba Botanica, Celestial Seasonings, Differin, and Outback Steakhouse.

Senior Writing Consultant

(November 2014—April 2018)

I was employed in the Learning Commons at Allegheny College, which is an academic skills resource center for undergraduate college students. I assisted peers in editing, revising, and organizing ideas across a variety of writing genres. As a Senior Consultant, I supervised the staff and organized writing workshop events.

PROFESSIONAL EXPERIENCE

AWA Volunteer — Humane Society

(September 2017—December 2017)

Through an Allegheny College extra-curricular organization, the Animal Welfare Association, I volunteered with a local animal shelter once a week to socialize with, and exercise both dogs and cats.

Marketing Intern — Faros Properties

(May 2017—August 2017)

I interned in the marketing department for Faros Properties, a real-estate company with commercial and residential locations across the east coast. I wrote blogs for the four properties and helped to organize events for the residents.