



Sonnie Bradley
Advertising Copywriter

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Aspiration

I would like to find a creative team that I can write some killer copy for, as well as gaining valuable industry experience and hopefully long lasting friendships.

Story

I fell even more in love with advertising when I realized during an all nighter that throwing out a hundred ideas or slaving over one single word in a headline is not time wasted, but progress in order to bring myself to the best idea yet.

Preparation

Savannah College of Art and Design
BFA Advertising, 2014.
Focus in Advertising Copywriting

GlenOak High School
General Studies, 2010.
Concentration in Visual Art & Design

Experience

Copywriter, NSAC
Oct 2013-April 2014.
Copywriter, copy editor, conceptor,
direct mail creator for Mary Kay.

Team Member, Pizza Hut
Feb 2012-May 2014.
Waiter, cashier, pizza maker, order
taker, delivery driver, expediter.

Team Trainer, MSE Branded Foods
June 2012-Jan 2014.
Barista, cashier, cinnamon roll baker,
trainer; Caribou Coffee & Cinnabon.

Team Trainer, Taco Bell
April 2008-Jan 2012.
Drive thru and dining room cashier,
burrito maker, order expediter.

Achievements

American Advertising Federation
Alpha Delta Sigma Honors Society.
Inducted March 2014.

SCAD Dean's List Honors
Quarterly GPA 3.5 or higher.
Sept 2012-May 2014.

Skills

Microsoft Office Word, Excel, PowerPoint. iWork software Pages, Numbers, Keynote. Adobe Creative Suite Premiere, Photoshop, Illustrator, InDesign, Flash. Web design HTML, CSS, and Javascript languages. Specialty in long and short copywriting for both traditional and interactive media. Knowledge of social media networks (Twitter, Tumblr, Wordpress, Facebook, Pinterest, to name a few).