

work stuff:



acd: smithgifford: washington, dc metro area. 2018–present.
accounts: myeyedr, robert wood johnson barnabas health, gmcw.

associate creative director: drumroll: austin, tx. 2015–2018.

primary accounts: capital one, fannie mae, amazon flex.

ask me about: **building a robot for the orange bowl.**



creative director: golfsmith international in-house creative: austin, tx. 2014–2015.

ask me about: **tiger woods' golf coach retweeting me.**



freelance copywriter: rachelcookcopywriter.com: 2013–present.

primary accounts: nationwide financial services.

associate creative director: saatchi & saatchi: new york, ny. 2012–2013.

primary accounts: p&g (olay) and general mills.



associate creative director: mullen–lowe: winston–salem, nc. 2006–2012.

primary accounts: tresemme. t.j.maxx. suntrust. novartis. embarq.

ask me about: **designing a salon chair.**

junior copywriter: coynebeahmshouse advertising. greensboro, nc. 2005–2006.

primary accounts: primo water. southern states. doral. b/e aerospace.

stuff i do:

i concept and write stuff.

i do stuff on shoots. casting. edits. records.

i mentor juniors and their stuff.

i report stuff directly to my ecd.

i present stuff to the client.

i pitch stuff. and win stuff. like awards.

school stuff:

university of texas.

university of north carolina at asheville.

master of arts: advertising.

bachelor of arts.

copywriting and account planning.

creative writing and marketing.

other stuff:

pets: cats. 3. (crazy) petey. cece. phoebe.

car's name: carla.

astrological sign: virgo. on the cusp of libra.

stupid human trick: tongue to nose.

pet peeve: "it is what it is."

saying: coolbeans/good times.

fave punctuation: —.

fantasy football team: powerpuff.



contact stuff:

full portfolio available at rachelcookcopywriter.com

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