

Seth Wilkins.

WRITER. STORYTELLER. CREATOR.

EDUCATION.

B.F.A WRITING — SAVANNAH COLLEGE OF ART AND DESIGN (SCAD)

JUNE 2018

EXPERIENCE.

SENIOR COPYWRITER | FCB HEALTH

APRIL 2022 — NOW

- Makes executive creative decisions with confidence in an expedient manner.
- Takes ownership of multiple projects, pitching ideas both visually and conceptually.
- Collaborates with designers, creative leadership and the client to craft a story through messaging and compelling campaigns.
- Supports junior creatives through 1:1 mentorship, providing thorough feedback, stepping in with examples and taking the wheel when needed.

COPYWRITER | RAZORFISH HEALTH

JANUARY 2021 — MARCH 2022

- Articulates a clear direction to studio, vendors and junior staff
- Works with the client directly on developing solutions and presenting ideas.
- Contributing to the development creative briefs and of strategic and tactical plans.

JUNIOR COPYWRITER | INTOUCH SOLUTIONS

MAY 2019 — JUNE 2020

- Anticipated possible conflicts in the project pipeline with proposed solutions.
- Provided support in research by translating complex information into simple communication.
- Demonstrated the ability to manage multiple projects without sacrificing the quality of the work.
- Articulated the strengths and weaknesses of their creative approach with practical knowledge to combine innovation with feasibility.

FREELANCE COPYWRITER | AISLE ROCKET

OCTOBER 2020 — DECEMBER 2020

JUNIOR COPYWRITER | FCB CHICAGO

AUGUST 2018 — MAY 2019

/ COPYWRITING INTERN

JUNE — AUGUST 2018

SKILLS.

- Fun
 - SEO/ CRM
 - Adobe Suite
 - Microsoft Office
 - iOS/ macOS/ iPadOS
 - Content Creation
 - Creative Concepting
 - Marketing & Strategy
 - Brand Identity & Voice
 - Web /Video/ Production
 - Emails/ Articles
 - B2B/ B2C Copy
 - Print/ Digital/ PR
 - Technical Writing
 - Social/ New Media
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