

SKILLS BASED RESUME

# DAVID COOPER

Creative Copy-writist

**Objective**

To be an integral part within a creative department, by contributing to its depth, as it strives to develop innovative solutions.

**Professional Experience**

IMC Campaign for Mercedes-Benz Sprinter  
 Pitched to Agency59  
 IMC Campaign for Helluva Good Dip  
 IMC Campaign for Cholula Hot Sauce  
 Pitched to Fuse Marketing Group  
 IMC Case Study on Textile Recycling & Waste  
 Independently developed Cause Marketing Campaign for Roots Canada  
 Direct Response Campaign for Medair Canada

**Professional Development**

N.Y. Advertising Week '18  
 Attended seminars/panels/networking  
 Participated in agency tours  
 Miami Ad School (Toronto)  
 Panel lecture events  
 Ensemble (Toronto)

**Achievements**

Instrumental in founding the Seneca Ad Club to integrate our program, form social connections and discuss non-academic aspects of our future industry.

Medair Canada DM fundraising pitch  
 Member of winning team.

**Education**

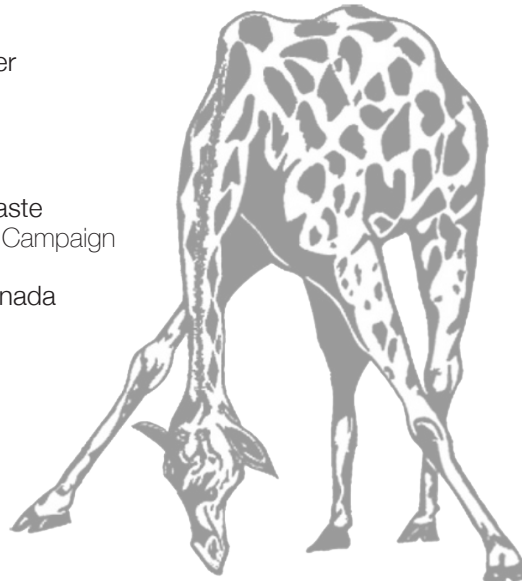
2017-present Diploma in Creative Advertising  
 Seneca College of Applied Arts and Technology  
 (expected Graduation Spring 2019)

**Interests**

Music  
 History  
 Culture  
 Travel  
 Innovation

**References**

Available Upon Request



PROFESSIONAL SKILLS		ADVERTISING SKILLS		DIGITAL SKILLS	
Presenting	●●●●○	Copywriting	●●●●●	Adobe CS	●●●●○
Interpersonal	●●●●○	Art Direction	●●●○○	Microsoft Office	●●●●○
Listening	●●●●●	Layout & Design	●●●○○		
Teamwork	●●●●●	Project Managing	●●●●○		
Problem Solving	●●●●●				