

charlottehaynie

copywriter

cehaynie@gmail.com

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www.charlottecopy.com

www.howtodressacougar.blogspot.com

twitter: cehaynie

education :

brigham young university (byu) provo, utah
major: advertising communications, minor: english
graduation: december 2010, 3.8 gpa

experience :

merkley+partners, new york city
april-august 2010
copywriter intern for the ruth's chris, arby's, tic tac,
gap, duncan-hines and aunt jemima accounts.

byu advanced advertising lab, provo
april 2009-present
copywriter and account executive for the u.s. forest
service, haagen-dazs, the ad council, nestle butterfinger,
and several other local accounts.
utilized print, online, tv, radio and social media.

glade group advertising, seattle
april 2005-august 2005
copywriter intern for the ethan allen, comcast and
gene juarez salon accounts.

awards/exposure :

- AAF Utah State Silver Addy award*
- AAF Regional Gold Addy award*
- *(both awards received for Wilson tv spot, available to
view on my website: www.charlottecopy.com)
- national radio ads produced for the u.s. forest
service, the library of congress, and the ad council
- screenwriter for nationally-circulated public school
dvd, "smokey who" commissioned by the ad council.

activities :

- full-time LDS Church missionary, cleveland OHIO
august 2007-march 2009
- orphanage service trip, tijuana MEXICO
april 2007
- study abroad/service trip, chihuahua MEXICO
april-june 2006
- university choir (byu)
2005-2007