



alex ROSSER COPYWRITER

 (214) 493-7200

 rossercreative@gmail.com

 alexrosser.com

 linkedin.com/in/alexrosser

SKILLS

- Copywriting
- Creative Concepting
- Executive Team Leadership
- Social Media Management
- Brand Storytelling
- Adobe Suite
- Google Analytics Certified

ACHIEVEMENTS

- OU Award of Excellence Scholar
- Bob & Chimene Burke Endowed Scholar
- National Society of Collegiate Scholars Honor Society
- Dean's List: Every Semester
- President's Honor Roll: 6/8 Semesters

EDUCATION

UNIVERSITY OF OKLAHOMA

Graduated May 2021 from the Gaylord College of Journalism & Mass Communications.

- Major: Advertising
- Minor: Enterprise Studies
- Member of the Honors College
- 3.88 cumulative GPA

WORK EXPERIENCE

Copywriter

LINDSEY + ASP JAN 2021 - MAY 2021, JAN 2019 - DEC 2019

- Wrote and edited social media posts and traditional media for commercial clients such as OU Athletics, Florida-Caribbean Cruise Association, and novel The Girls Who Stepped Out of Line.
- Concepted and created long-term campaigns.

Creative Director

LINDSEY + ASP DEC 2019 - DEC 2020

- Oversaw multiple account teams: OU Athletics, Shuffle, Norman Census, Dress for Success, and OU Dance.
- Evaluated all creative work before final presentation.
- Organized agency-wide events such as TopJobs, retreats and reunions.

Intern Director

LINDSEY + ASP DEC 2019 - DEC 2020

- Prepared 10-12 students for the Lindsey + Asp Agency by teaching them skills necessary in the Creative Department twice a week.
- Created and implemented an engaging lesson plan that covered strategy, copywriting, art direction, and campaign-building.
- Critiqued weekly student assignments to ensure creative growth.

Marketing Intern

MINDECOLOGY Austin, TX MAY 2020 - AUGUST 2020

- Wrote social media posts and made graphics for clients such as Swoovy, the City of Celina, and the DAM Music Show.
- Concepted video content for Swoovy to connect with young adults.
- Helped Swoovy raise over \$15,000 to expand through promoting their GoFundMe on social media.

PROJECT EXPERIENCE

- Won 1st place with integrated campaign for client The Bridges Foundation in final Advertising Capstone class due to excellent creative.
- Selected for in-depth research project with the Dean of Gaylord College focused on improving student-run agency Lindsey + Asp; completed heavy research over 4 months on industry trends and agency models.
- Editor of The Faces of Flower Mound, a blog that highlights outstanding members of the Flower Mound community.