

Experience

Freelance Copywriter

ALOHA • Accenture • Bushwick Food Coop
Cigna • GHG • Mintz + Hoke • Moondog
TracyLocke • Universal McCann

- Integrated concept development
- Print and digital executions in a flash
- Communications strategy
- Projects of passion
- Words. Feelings. Action.

Copywriter

Mintz + Hoke Communications • Avon, CT
September 2012 – December 2014

- Imagined 3 award-winning TV spots
- Owned several integrated campaigns
- Launched 13 products and services
- Produced a social media video series
- Increased Legrand product sales by over 20%

Copy Intern/Freelancer

McGarryBowen • New York, NY
June 2011 – January 2012

- Kicked pitch butt for Reebok and United
- Repositioned Acura for younger buyers
- Concepts, concepts, concepts
- Wrote for every brand in the business
- Produced 3 Crayola spots

Skills

Facebook • FourSquare • Garageband
InDesign • Illustrator • LinkedIn • Mac/PC
Pinterest • Photoshop • Soundslides
Spanish • Twitter • Word • Wordpress

Education

BA Advertising/Spanish

S.I. Newhouse School of Public Communications
Syracuse University
September 2008 – December 2011

- Graduated Cum Laude
- Minored in Psychology
- Studied abroad in Madrid
- Nominated for Student Employee award
- Acknowledged for community service

Clients

CAMBIA • Cigna • CHANTIX • Crayola • CTFastrak
Disney • DRSTechnologies • Ford • HP • Johnson's
KYBELLA • Legrand • MassMutual • Neutrogena
Panduit • Pepsi • Quinnipiac University • Reebok
Roche • Serenol • Stanley Black & Decker • UConn
United Continental • Verizon • Western Union
Wyndham Hotels • Yahoo

Lindsey Rock

Media

Banners • Billboards • Branding • Collateral
Direct Mail • Email • Experiential • Integrated
Internal • Installations • Manifestos • Mobile
New Business • OOH • Point of Sale • Print
Radio • Social Media • Taglines • Trade Show
TV • Video • Web