



CarrieAnna Kuldell
Creative Copywriter

Experience

Energy BBDO Jan 2021-Present
Jr. Copywriter

Sold a new product campaign for Ziploc, wrote social, print and digital concepts for Kerrygold, created social content for Champion, Alka-Seltzer, Raid, and more.

Redfuse Nov -Jan 2021
Freelance Copywriter

Wrote social, scripts and print content to educate veterinarians and pet owners about Hill's Pet Food.

FCB Academy July-August 2020
Copywriter Intern

Participated in the first FCB Academy program where we conceptualized and wrote unique campaigns for Walmart and After School Matters.

AARP Creative June-Oct 2020
Freelance Copywriter

Wrote social content for the various AARP partners, including a multitude of travel, hotel, restaurant and insurance brands.

Google SCADPro Sep-Nov 2018
Student Copywriter

Collaborated with a large team of hand-picked students to research and create an upgraded and redesigned Google Maps.

Education

The Savannah College of Art & Design

BFA in Advertising & Branding

Summa Cum Laude 2020

Awards

Bronze Young One's Pencil

National Gold Student Addy for Social

National Judges Choice Student Addy

SCAD Achievement Honor Scholarship

Undergrad Valedictorian Finalist

1st place Global Game Jam 2019

Skills

Copywriting

Creative Problem Solving

Adobe Creative Suite

Presenting

Teamwork

Storytelling

Social Media

Research