



CarrieAnna Kuldell
Creative Copywriter

Experience

The Martin Agency July 2022-Present
Copywriter

Creating social media activations for brands like Royal Caribbean, as well as continuously rebranding and expanding UScellular's social media presence.

Jan 2021-July 2022

Energy BBDO
Jr. Copywriter

Created film, social, etc for a new Ziploc product launch campaign. Wrote social, print and activations for Kerrygold, and cultivated paid and organic social for Champion, Alka-Seltzer, Raid, etc.

Nov -Jan 2021

Redfuse
Freelance Copywriter

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

July-August 2020

FCB Academy
Copywriter Intern

Participated in the first FCB Academy program where we concepted 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.

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
Social Media
Tiktok (obsessed)
Film/TV
Presenting
Teamwork
Research