

ANNA CABELLO

COPYWRITER

CONTACT

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ABOUT ME

I've been storytelling since I could babble. Somehow I've followed a path that made that passion something I could do for a living. Two things can be true: 1) I'm a chronically online Gen-z and 2) I can button up pretty well for a client presentation.

EDUCATION

B.A Advertising

University of Oregon
2019 - 2023

CAREER HIGHLIGHTS

BBDO CHICAGO (FORMERLY: FCB CHICAGO)

Associate Copywriter 2023 - Present

Supported and led integrated campaign development across social, digital, website, and CRM channels; executed brand activations, wrote TV/radio commercial scripts, and drove lower-funnel digital marketing initiatives.

AV SQUAD LA

Summer Intern 2022

Gained hands-on experience in entertainment marketing across video, print, and digital channels. Wrote card and beat copy for trailers, contributed print poster lines, and assisted with social media concepts.

KEY SKILLS

- Brand voice development
- Short-form and long-form copywriting
- Social media post copy
- CRM and email marketing
- Client feedback integration
- Creative iteration and refinement

REFERENCES

Janna Carney: 312-945-1266
Emilie Johnson: 630-247-2148

ALLEN HALL ADVERTISING

Copywriter 2021 - 2023

Student-run advertising agency delivering full-service creative and strategic solutions for local clients.