

Hannah Dugan

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COPYWRITER

As a creative copywriter, I help brands find a fresh voice and express themselves with exacting clarity. I'm comfortable creating across the full spectrum of channels and mediums — from taglines to TikTok, OOH to CRM. Collaborating is the joy of this job; I love taking ideas from concept to reality alongside passionate teammates. I've worked at agencies big and small and am looking to put my years of experience to good work on challenging briefs.

Skills

PROBLEM SOLVING
EDITING
CONTENT STRATEGY
ADOBE CREATIVE CLOUD
FIGMA
MICROSOFT OFFICE
PRESENTATIONS
SOCIAL MEDIA
COLLABORATION
EDITING

Experience

FREELANCE

JUL 2023-NOW

COPYWRITER

- Owned copy for conceptual campaign and rebrand for major women's sports client with Design Studio
- Partnered with Data Axle to lead CRM and digital ad campaigns for a variety of nonprofit clients

INSTRUMENT

JAN-JUL 2023

COPYWRITER

- Concepted and storyboarded social executions for Nike's 2023 World Cup campaign
- Wrote copy for Nike's social media handles
- Client: Nike

WUNDERMAN THOMPSON

MAY 2021-JAN 2023

COPYWRITER

- Concepted campaigns and developed language guidelines for T-Mobile and Metro launches + initiatives
- Led copy for the Metro account
- Wrote OOH, OLV, radio, and social for Seattle Storm
- Concepted and executed campaign to launch T-Mobile Ad Solutions brand, including OOH, web, email, and OLV
- Clients: T-Mobile, Metro, Hellmann's, Microsoft, Seattle Storm

THESIS AGENCY

MAY 2020-MAY 2021

JUNIOR COPYWRITER

- Initiated and wrote email campaigns, editorial articles, UX initiatives, and e-commerce projects for Adobe
- Led copy for the Aramark account
- Clients: Adobe, Aramark

Ask Me About:

Rock climbing, street photography, the overdue library book I'm currently reading, backpacking recs, the USWNT, my Oxford comma stance, growing up in Oregon.

Education

GEORGE FOX UNIVERSITY

2016-2020

Bachelor of Arts - English
Bachelor of Arts - Marketing
William Penn Honors Program
Richter Scholars Research Fellow
Summa Cum Laude