



Charlai E. Cooper

Storyteller. Visionary. Creative.

EXPERIENCE

Burrell Communications | Junior Copywriter

Oct 2021 - Present

- Coordinate with agency studio and production to create copy decks, storyboards, and presentation materials.
- Write independently, as well with copywriter partners, on print, TV, OOH, traditional and non-traditional platforms.

Weber Shandwick | Copywriting Intern

June 2021- Aug 2021

- Worked with visual team and marketing staff to effectively promote clients' social media.
- Assisted in creating USPS social calendar and organized content on Twitter, LinkedIn, and other user-generated spots.

Web Solutions of America | Content & Copywriting Intern

Jan 2020 - April 2020

- Served as an editorial assistant for blogs, website pages, and landing pages.
- Involved with the creation of email copy for newsletters/drip campaigns.

EDUCATION

BA in Advertising/Public Relations University of Central Florida

May 2017 - May 2020

AA in Advertising/Public Relations Florida State College at Jacksonville

Aug 2016 - April 2017

INVOLVEMENT

POCSTOCK | Freelance Writer

March 2021 - Dec 2021

- Increased awareness by detailing written forms of information towards minorities.
- Positioned brand on topics that affect how people of color are depicted in the world at large.

Generation Advertising | Social Media Coordinator

Sept 2020 - July 2021

- Wrote and published engaging posts on TikTok, Facebook, LinkedIn, and Instagram.
- Tracked and reported on social media insights (traffic, engagement, & shares).

UCF Ad Club | Director of Communications

Jan 2018 - May 2020

- Composed and monitored messages on Facebook, Instagram, and Twitter.
- Informed members of activities through email, text messaging, and promotional videos.

SKILLS

- Copywriting & Brand Messaging
- Content Strategy & Development
- Campaign & Marketing Support
- Social Media Writing & Engagement

CONTACT



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