

words + ideas by

COURTNEY FARRELL



**COPYWRITER +
CREATIVE DIRECTOR**
BOULDER, CO

WHAT I DO

Creative Direction + Strategy

Copywriting + Editing

Video Scriptwriting

Special Project Management

On-Set Support for Video/Photo Shoots

Brand ID + Development

SEE MY WORK

COURTFARRELL.COM

GET IN TOUCH

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WHAT I'VE DONE

FREELANCE COPYWRITER + CREATIVE DIRECTOR

New York, NY + Boulder, CO // Oct '12 to present

- Apply nine+ years experience in copywriting, editing, creative strategy, and project management to assist companies with marketing campaigns, promotional videos, and brand development across a wide variety of mediums.
- Able to both develop and maintain specific brand voice to best express client's personality and most effectively deliver tailored messaging to their intended target.

PARTNER + ASSOCIATE CREATIVE DIRECTOR – COPY

YearOne – Louisville, CO // Nov '16 to Jan '18

- Produced and developed all copywriting deliverables for agency's roster of clients. Built and maintained consistent brand voice and experience across digital, social, web, TV/video, and print marketing.
- Helped lead and mentor creative team including art directors, web developers, and interns. Served as part of management-level decision making to benefit trajectory of the agency and meet clients' diverse needs.
- Was made Partner after repeatedly helping agency win new business and growing existing client relationships.

SENIOR COPYWRITER

MRY (Mr Youth) – New York, NY // Feb '09 to Oct '12

- Collaborated across agency departments to strategize, conceptualize, pitch, and produce campaigns with a focus on digital, experiential, and social media; contributing to agency being named Mashable's '09 Social Media Agency of the Year.

ASSIGNMENT EDITOR

WCSC-TV – Charleston, SC // Oct '06 to Dec '08

REPORTER + ANCHOR

WTMA 1250AM – Charleston, SC // Apr '05 to Oct '06

SCHOOLIN'

B.A., COMMUNICATION – MEDIA STUDIES

College of Charleston // 2002 - 2006

CLIENT ROSTER

