

HAYLEY MEYER

• creative copywriter •

ABOUT ME

I'm hoping that words can save the world.

EDUCATION

2012 - 2016 • University of Florida
Bachelor of Science in Advertising
Minor in Business

EXPERIENCE

Matter Unlimited, Aug. 2022 - Present

Senior Copywriter

- Create & execute social impact campaigns for clients: Data.org, The Hunger Project, STOP

Razorfish, Miami, Nov. 2019 - Aug. 2022

Copywriter

- Worked with creative team to rebrand Labcorp and help lead them through the pandemic.
- Concepted social, digital, and experiential campaigns for a variety of clients including Orangetheory Fitness, Southern Glazer's Wine & Spirits, and AutoNation.

Apple, Cupertino, Jan. 2019 - Nov. 2019

Copywriter

- Supported the in-house interactive team, as well as the Mac brand team.
- Collaborated on a project for content by documenting a community in Kenya that strives to protect the wildlife and environment they coexist with.

Miami Ad School, 2016 - 2018

Copywriting Portfolio Program

- Successfully completed internships at Outform-Miami, BBDO-Atlanta, Deutsch-NY, and SapientRazorfish-Miami.

CONTACT INFORMATION

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Check out my portfolio: myportfoliorunson.solar