

# 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

Call me: 954.882.3874

Email me: hayleymmeyer@gmail.com

Check out my portfolio: myportfoliorunson.solar

---