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| Hope Lee Hopeleecopywriter.com  (919) 946-5310 [hope.rva@gmail.com](mailto:hope.rva@gmail.com) |  |
| Experience | Senior CopywriterSephora - Los Angeles, CA2021 - Present Lead writer for internally produced Instagram and YouTube video content. Work closely with influencers and internal talent to develop video concepts and storytelling. Lead editorial for a social team at Sephora’s annual beauty conference: SEPHORiA. CopywriterDeutsch - Los Angeles, CA2020 - 2021 Served as main writer for Nintendo TV, Bayer TV, social, digital, and OOH and head writer for Real California Milk social, digital, and OOH. Lead creative projects for Black Majik, an internal black employee resource group. CopywriterCavalry – Chicago, IL2019 - 2020 Worked on Constellation Brands TV, Social, OOH, and digitial including Modelo, Corona Beer and Kim Crawford Wines. Jr. Copywriter/CopywriterFCB – Chicago, IL2017 - 2019 Served as a principal writer on GE and Haier appliances TV, OOH, and Social. Developed pitch work for Botox, Poise, and Korbel, while working on other notable brands like Michelob Ultra, Cottonelle, Renewlife, and Glad. |
| Education | Chicago Portfolio SchoolCopywriting – Chicago, IL2016 – 2017France LangueFrench Language – Paris, FR2013- 2014Virginia Commonwealth UniversityMass Communications & History - Richmond, VA2009 - 2013 |
| Skills | TV, OLV and radio scriptwriting, social media, creative strategy, content creation, leadership, TV and video hosting, presenting, blogging, storytelling, SEO web copy. |

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