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| Hope Lee Hopeleecopywriter.com (919) 946-5310hope.rva@gmail.com |  |
| Experience | Senior Copywriter Sephora - Los Angeles, CA 2021 - PresentLead 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.Copywriter Deutsch - Los Angeles, CA 2020 - 2021Served 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. Copywriter Cavalry – Chicago, IL 2019 - 2020Worked on Constellation Brands TV, Social, OOH, and digitial including Modelo, Corona Beer and Kim Crawford Wines. Jr. Copywriter/Copywriter FCB – Chicago, IL 2017 - 2019Served 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, IL 2016 – 2017France Langue French Language – Paris, FR 2013- 2014Virginia Commonwealth University Mass Communications & History - Richmond, VA 2009 - 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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