

RACHEL FUND

Copywriter

RachelFund.com

CONTACT

978-412-5605

fundrachel@gmail.com

EDUCATION

PORTFOLIO PROGRAM

Miami Ad School

2019-2020

BACHELOR OF ARTS

Suffolk University (Cum Laude)

2011-2015

AWARDS

CANNES LIONS

SILVER Direct: Sectors, Food & Drink
SILVER PR Techniques, Use of Events & Stunts
BRONZE Culture & Context, Single-market
Campaign
SHORTLIST Channels, Use of Events & Stunts
SHORTLIST Retail Experience & Activation,
Retail Promotions & Competitions

D&AD AWARDS

WOOD PENCIL PR, Events & Stunts

ANDY AWARDS

GOLD Idea; The Tax Free Bagel

CLIO AWARDS

GOLD Idea; The Tax Free Bagel

EFFIE AWARDS

Finalist, White Pants You Can Underthink
(Marketing Disruptors - Products)

SUMMARY

Former stand up comic who's career was tragically cut short by vocal nodules. Showed promise of becoming an attorney but went to ad school instead. An ambitious and accomplished writer who hopes to keep making bold and brave work and pioneering this industry for all female creatives.

WORK EXPERIENCE

SR. COPYWRITER

FREELANCE

present

COPYWRITER

GUT

October 2022 - June 2024

- Full time copywriter and creative
- TVC copy, social content copy, long form copy, short form copy, print ad copy, etc.
- Pitch for full 360 campaigns, proactive ideas, super bowl spots, client presentations, new business and more.

JUNIOR COPYWRITER

GUT

January 2021 - October 2022

COPYWRITING INTERN

GUT

October 2020 - January 2021

- Weekly proactive ideas developed and pitched to CD's
- Support on major 360 campaigns including writing social content copy, print copy, and more.
- Pre-production, production, and post production support for 360 campaigns

CREATIVE INTERN

The Times

June 2020 - August 2020

- Daily brainstorm and pitches for reactive content
- Social content copy, long form copy, print copy etc.