

LINDA CASTILLO PETRABORG
Check My Work: www.wordgirlhq.com

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FREELANCE COPYWRITER: ACT II June, 2006 - Present

Independent Practice – Long-Term Clients, Recurring Collaborations

Versatile and experienced copywriter with a strong focus on print, and the range to tackle any medium – 360 campaigns, AV scripts, digital, social, OOH and more. Regular contributor to marketing campaigns for major studios, networks and streamers. Beyond copy, I bring value in conceiving, branding, strategizing, editing and collaborative ideation (that's fancy talk for brainstorming). Trusted by clients for both creative insight and dependable execution.

SENIOR COPYWRITER/COPY CHIEF Jan 2004 - June 2006

Shoolery Design, Inc.

Collaborated with Creative Directors, Account Executives and Art Directors. Managed copy needs for Television Department, including CBS, HBO, Disney, A&E, Bravo. Created copy explorations to support all creative angles, tracked project timelines, recruited new copywriters; edited and approved all incoming copy submissions; researched, conceived and proofread copy jobs from initiation to finish. Contributed to theatrical and home entertainment departments.

FREELANCE COPYWRITER: ACT I – 1 year

Independent Creative Contractor. Provided strategic copy support for theatrical, television, print, A/V, radio, and digital projects.

STAFF COPYWRITER – B.D. Fox & Friends, Inc. Advertising – 6 years

Wrote and edited copy for outdoor, TV Guide, Consumer and Trade ads, theatrical, DVD and AV divisions. Collaborated with Art Directors on creative concept. Clients included CBS Entertainment, Sony Television, Warner Home Video and more.

CBS, Inc. – 4 years

EXECUTIVE ASSISTANT, Office of the Sr. VP, Program Planning & Scheduling

The Early Years – I should probably delete everything after this line, but I'm still proud of it...so the kid in me stays in the picture.

NBC, Inc. Advertising Intern, Print Ad Dept.

Proofread ads; evaluated press clips; wrote script coverage; assisted at photo shoots.

Pomona College, Claremont, CA. Bachelor of Arts degree. Concentration in English. Graduated Cum Laude.

University of Seville, Seville, Spain. Studied Spanish literature, grammar, conversation, art and culture. Taught basic English to preschoolers. ¿Comprende?

If you think this resume needs tweaking, I can get revisions to you ASAP.