

laura walsh

where I learned to make stuff

Southern Methodist University

Dallas, Texas

B.A. Creative Advertising

Minors in Marketing & Graphic Design

skills 'n stuff

Adobe Illustrator

Adobe Photoshop

Adobe InDesign

Adobe Premier Pro

Microsoft Office

Social & Longform Copy

Brand Strategy

Brand Identity

Puns

stuff that won stuff

National Student Show 2018

Judges Choice – Help USA

Best Copy – Help USA

Best Ad Campaign – Help USA

Addys 2018

Silver in Broadcast – Two Yous

Silver in Copy – Help USA

Silver in Out of Home – Help USA

Silver in Ambient Media – Airbnb

Lürzer's Archive Feb. 2019

Help USA

contact

318-990-1096

Lwalsh2126@gmail.com

Linkedin.com/in/lwalsh

Portfolio: Lwalsh.com

places where I've made stuff

Copywriter • Edelman • New York • 2019-Present

Clients: American Express, FedEx, Scholastic, Planned Parenthood, Expedia Group, New York Times, and more

Personal Victories: Survived a global pandemic, made clients reach for a box of tissues after presenting “beautiful” manifestos, & sold through purpose-driven ideas that are making the world a better place.

Jr Copywriter • BBDO • New York • 2018-2019

Clients: Macy's, Mars (Dove Chocolate and M&M's), Dunkin'

Personal Victory: Became friends with the Mars account leads and got access to the coveted “chocolate closet.”

Copywriter Intern • TRG • Dallas • Spring 2018

Clients: Dr Pepper, Snapple, Firehouse Subs

Personal Victory: Checked in every day by the mandatory 8:30 clock-in time, except on days that I didn't.

Creative Intern • Moroch • Dallas • Summer 2017

Clients: McDonald's, Cheddar's Scratch Kitchen, Vision Works

Personal Victories: Got covered in \$100 worth of McDonald's fries for a National French Fry Day social post & wrote two spots that were directed by Eric Wareheim.