

Yula Ryoo

CREATIVE + COPYWRITER + WORDPLAY-ER

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DEBT

M.A. Advertising – SCAD, Atlanta, GA 2021–2023

B.F.A. Visual Communication – SCAD, Atlanta, GA 2016–2019

TO PAY OFF DEBT

Copywriter – RAPP @ Omnicom Group, Dallas, TX 2024–Present

Client: PNC Bank, ExxonMobil

- Concepting and writing then concepting and writing on and on and on and on

Creative Copywriter – CornerPxl, Lebanon, NJ 2023–2024

Client: Ravelheart, ASME Foundation

- Brainstormed campaign ideas and executed the digital copy reporting to a Creative Director.
- Concepted and wrote social media content and marketing emails for retail nonprofit clients.

Freelance Editor + Translator – Paul & Joanne, Seoul 2020–2022

Client: Royal Copenhagen

- Translated and edited promotional articles featuring new product launches for the global audience.
- Proofread work for accuracy and quality and kept time strictly.

Junior Copywriter – Interrobang, Seoul 2019–2020

Client: Red Cross, Samsung, Korea Gas Corporation, Government Ministries include the Ministry of Science

- Delivered concepts to the team and executed copy for advertising campaigns.
- Worked on short and long-term projects for international organizations and performed presentations.
- Collaborated with a Head of Copy and optimized research and brainstorming.

THINGS MY MOM TELLS PEOPLE

The American Advertising Awards District 7 Gold 2024

ADDY's Gold, Atlanta, GA 2024

ADDY's Silver, Atlanta, GA 2024

International Design Awards (IDA) Honorable Mention, Los Angeles, CA 2022

2024 Winter Youth Olympics TV spot, Seoul 2022

SCAD Dean's List 2016–2022

GOOD AT

- Copywriting
- Advertising
- Microsoft Office
- Video Editing
- Nerding
- Concepting
- Proofreading and Editing
- Adobe Creative Cloud
- Branding
- Coming up with your weird names