

Yula Ryoo

CONCEPTOR + COPYWRITER + WORDPLAY-ER

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DEBT

M.A. Advertising – Savannah College of Art and Design, Atlanta, GA 2021–2023

B.F.A. Visual Communication – Savannah College of Art and Design, Savannah, GA 2015–2019

TO PAY OFF DEBT

Copywriter – RAPP | Omnicom Group, Remote 2024–Present

Client: GM, ExxonMobil, PNC Bank

- Concepting and writing then concepting and writing and on and on and on and oh presenting

Creative Copywriter – CornerPxl, Lebanon, NJ 2023–2024

Client: Ravelheart, ASME Foundation

- Concepted digital campaigns and redefined the brand voice for a boutique fashion brand, capturing a younger demographic and driving a 155% increase in new subscribers.
- Wrote high-performing digital copy across social media and email, driving daily brand awareness and engagement.

Junior Copywriter – Interrobang, Seoul, SK 2019–2020

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

- Wrote and co-produced TV campaigns for global clients, taking ideas off the page and onto the set.
- Developed campaign concepts and frequently defended ideas in front of clients during competitive pitches.
- Tag-teamed with the Head of Copy to generate, shape and push the creative boundaries of each campaign.

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
- Figma
- Video Editing
- AI
- Concepting
- Branding
- Adobe Creative Cloud
- Nerding
- Coming up with your weird names