

GABE
McFADDEN
COPYWRITER
GABEMcFADDEN.COM

EXPERIENCE

Junior Copywriter, BBDO NYC

October 2016 - Now

Copywriting for Mountain Dew, MTN DEW Kickstart,
Dove Chocolate, Pepsi, Tropicana, Macy's, Grey Goose
Vodka, Lay's Potato Chips, Turner Broadcasting

Copywriting Intern, BBDO NYC

June 2016 - October 2016

BYU AdLab

April 2015 - April 2016

Creative Director for AdLab's Social Media
Clients including: Nike, Crazy Richard's Peanut Butter

Copywriter, Madson of America

September 2014 - February 2015

Wrote primary copy for first line of sunglasses

Nordstrom Sales Associate

Intermittently, September 2012 - December 2015

Brand Ambassador: Saint Laurent and Valentino
Quarterly Pacesetter award

Intern, Meadham Kirchhoff, Fall 2014 London Fashion Week Show

April 2014

Assisted in production of RTW line for distribution
to Harvey Nichols Department Store

Intern, Shaun Sampson, Spring 2013 RTW

October 2013

Assisted in production of RTW line for
Opening Ceremony

EDUCATION

BA Communications, Brigham Young University

Advertising Program, Copywriting emphasis

SKILLS

Writing, creative and professional, expertise in YA

Fluency in Adobe Creative Suite, SPSS, Microsoft Office,
Wordpress, SquareSpace, and Social Media outlets (including
Facebook, Instagram, Pinterest, Twitter, Tumblr, and Blogger)

Styling and Construction, luxury fashion

Tarot Readings

Eagle Scout Rank for Boy Scouts of America

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