

# GABE McFADDEN COPYWRITER GABEMcFADDEN.COM

## EXPERIENCE

Junior Copywriter, BBDO NYC

Oct 2016 - Now

Copywriting work for Turner Broadcasting, Mountain Dew, Mountain Dew Kickstart, Lay's Potato Chips, Grey Goose, and various nonprofit organizations

Copywriting Intern, BBDO NYC

June 2016 - Oct 2016

Copywriting work for BBDO clients and projects including Pepsi, Mountain Dew, MTN Dew Kickstart, and 7UP

BYU AdLab

April 2015 - April 2016

Creative Director for AdLab's Social Media  
Copywriting work for clients including Nike and Crazy Richard's Peanut Butter

Copywriter, Madson of America

September 2014 - February 2015

Wrote primary copy for first line of sunglasses

Nordstrom Sales Associate

September 2012 - August 2013,

May 2014 - December 2014,

June 2015 - 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

Fluency in Adobe Creative Suite, SPSS, Microsoft Office, Wordpress, SquareSpace, and all major Social Media outlets

Styling and production of clothing and costumes

Tarot Readings

Eagle Scout Rank for Boy Scouts of America

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