

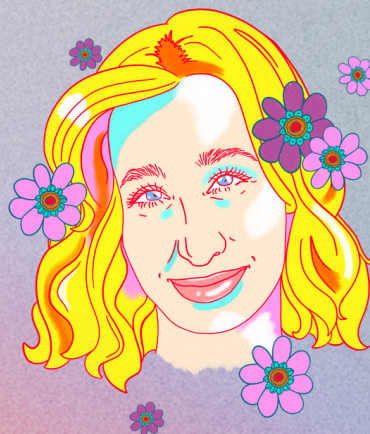
# ANALISHA SANTINI

COPYWRITER

I'm an actor-turned-comedian-turned-copywriter. I've got a big personality and even bigger dreams.

Work Ethic ★★★★★ Ambition ★★★★★

Sense of Humor ★★★★★ ZEAL! ★★★★★



## WORK EXPERIENCE



### Junior Copywriter 2022

#### OKRP

- Brainstormed, conceptualized, wrote, and presented campaign ideas in new business pitches, helping to award the company \$3M in revenue.
- Wrote clear and persuasive advertising copy ( i.e. taglines, headlines, social ad copy, OLV and TV scripts, radio spots, and TikTok scripts).
- Collaborated closely with Art Directors to concept and rework campaign ideas, executions, and advertising deliverables.
- Revised copy and campaigns in response to client, creative director, and account feedback.
- Consulted throughout production process.



### Lead Copywriter 2022

#### Benefits Copywriter 2020-2021

#### Alight Solutions

- Trained, mentored, briefed, and lead a team of writers.
- Wrote all campaign content for marketing emails, banner ads, carousel content, and mobile push notifications.
- Wrote and managed multiple campaigns on tight deadlines. Each project cadence was 80-100 copy deliverables due every 3 days.
- Developed a new voice and tone for Alight's Smart Ben, HYPE, and Worklife products.



### Freelance Copywriter 2019-2020

#### The Do List By Fiverr, MyWorth.com, Venta

## HUMBLEBRAGS



Featured on Ads of the World



Young Ones ADC Awards 2022| Shortlisted in 4 categories



Best Copywriting | Chicago Portfolio School



At PromoWorks (2016-2019), I constructed an in-house film department, which grew from a task force to a profitable service offered to clients.

## CONTACT



### Phone

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### Email

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### Portfolio

www.Analisha.com



linkedin.com/in/analisha-santini/

## EDUCATION

### Copywriting Program

Chicago Portfolio School 2021-2022

### Bachelor's of Extended Studies

Western Michigan University 2011-2016

### Advertising Program

r/Advertising School 2020

### Stand-up Comedy 1&2

The Lincoln Lodge 2019

### Improv & Sketch Comedy

The Annoyance Theatre 2016-2018