

LEAH GOLDBERG

Junior Copywriter

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Professional Summary

Passionate and detail-oriented individual with a flair for captivating storytelling. Fueled by consumer insights to craft irresistible and persuasive copy that engages and converts. Thrives on challenges and relishes the opportunity to deliver innovative solutions to any business hurdle.

Professional Experience

Eataly

Server | July 2021-Present

- Demonstrated exceptional interpersonal and communication skills to enhance customer experiences.
- Showcased meticulous attention to detail and organizational skills, ensuring seamless service.
- Thrived in a fast-paced environment, adapting to various challenges effectively.

ADTLC

Organization Committee - Copywriter | March 2023-April 2023

ADTLC is an annual portfolio review night hosted by Seneca College where students get the opportunity to meet one-to-one with industry professionals.

- Worked closely with the Creative Director and team to conceptualize event theme and created all promotional materials.
- Crafted persuasive and compelling copy for emails and various social media channels to drive engagement and participation.
- Assisted in event logistics and ensured a smooth registration process.

Ontario Colleges Marketing Competition

Integrated Marketing & Communications Team | Sept 2022-Dec 2022

OCMC is a student-focused learning experience that provides highly motivated business students the opportunity to demonstrate their essential, vocational, and employability skills before industry professionals.

- Served as Creative Director and Copywriter, leading all creative executions and copy.
- Maintained strict adherence to brand voice, tone, and style guidelines across all materials.
- Proficiently utilized Adobe Creative Suite for design work.
- Developed and presented comprehensive Integrated Marketing Communications (IMC) plans on a weekly basis for various brands and industries.
- Represented Seneca College in a highly competitive selection process for the IMC case.

Education

Creative Advertising | Jan 2022-April 2023 | Seneca College - Diploma with High Honours

References available upon request