

Stacie Strobbe

SENIOR COPYWRITER

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EDUCATION

University of Missouri • 2014-2018
Bachelor of Arts in Communication

EXPERIENCE

Senior Copywriter • BBDO

July 2023 – Present

Clients: The Home Depot, TRUBAR

Specializing in social on BBDO's social team, Dobbino

Creating videos for The Home Depot including concepting, scripting, directing voice actors, and providing post copy

Bringing social expertise and increasing engagement on paid ads by creating native videos and specifically in Pinterest, utilizing SEO

Freelance Senior Copywriter • Targetbase

May 2023 – July 2023

Client: Bimzelx, Pharmaceutical writing

Created copy for Bimzelx brochures and print ads to educate potential patients on the medication

Senior Copywriter • 160over90

May 2022 – March 2023

Clients: Coca-Cola, Visa, DIRECTV, Capital One

Concepted and created events for Coca-Cola, Visa, and Capital One to get customers to interact with their brand at events (ex. TwitchCon, Super Bowl)

Wrote scripts for DIRECTV call centers to brief them on programming offered for customers

Copywriter • Blue Sky Agency

October 2020 – May 2022

Clients: The Coca-Cola Company, Razor scooters, Georgia Tourism, Goodwill of North Georgia, Northside Hospital, Path2College 529

Wrote social posts across a variety of channels for the The Coca-Cola Company

Developed radio spots for Northside Hospital and Path2College 529, Georgia's official college savings plan

Concepted and created blog posts for Razor scooters

Copywriter • TracyLocke

March 2020 – October 2020

Clients: T-Mobile, Dollar General

Crafted low-touch, high experiential work to adapt to the COVID environment. Wrote copy to promote T-Mobile including out of home, radio, and print

Developed social posts for Dollar General's The Yellow Glasses Projects

Copywriter • Javelin Agency

October 2018 – March 2020

Clients: Citibank, AT&T, ViaCord, New Business

Wrote social posts for a variety of AT&T Sweepstakes and promotions including the Friends 25th Reunion

Developed direct mailers and emails for Citibank