Stacie Strobbe

SENIOR COPYWRITER

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EDUCATION

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

EXPERIENCE

Senior Copywriter · 160over90

May 2022 – Present
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 all 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 Spotify and the Friends 25th Reunion

Developed direct mailers and emails for Citibank

Copywriter Intern · The Integer Group

June 2018 – August 2018
Clients: AT&T, FedEx, AMC

Concepted on a new business pitch for AMC from start to finish

Copywriter Intern · Shoptology

June 2017 – August 2017
Clients: Caribou Iced Coffee, Members Mark, Walmart

Developed in-store promotions and wrote social posts for Caribou Iced Coffee

Copywriter Intern · Geometry Global

June 2016 – August 2016
Clients: John Deere, BRP, Bob Evans, Lime-a-Rita

Concepted on a new business pitch for Bob Evans