



ABBY HANCHARIK

COPYWRITER

770-547-3493

abbyhancharik@gmail.com

abbyhancharik.com

Chattanooga, TN

EDUCATION

BA in Advertising,
Minor in Spanish
University of Georgia / Athens, GA
2016-2020

Copywriting Program
The Creative Circus / Atlanta, GA
2020-2022

HARD SKILLS

- Copywriting
 - Digital, Social, Print, TV, Radio
- SEO & Keyword Optimization
- Brand Messaging & Storytelling
- Web & UX Writing
- Content Strategy
- Technical Writing
- Email Marketing
- Script Writing & Concept Development

SOFT SKILLS

- Creative Problem-Solving
- Collaborative Brainstorming
- Time Management
- Adaptability Across Industries
- Attention to Detail

ABOUT

I'm a creative storyteller with a knack for putting ideas into action. I craft copy that engages, captivates, and drives results. My experience spans industries, from beauty to healthcare to tech, giving me the versatility to adapt tone and style to any audience. I thrive on collaboration, tight deadlines, and the challenge of making every word count.

WORK EXPERIENCE

Copywriter Aug 2024-Jan 2025

Johnson Group | Chattanooga, TN

- Wrote and refined persuasive copy for digital, social, and traditional advertising campaigns across various industries
- Partnered with creative directors and designers to develop brand messaging that aligned with client goals and audience insights
- Developed SEO-optimized web copy and digital content for Hair Cuttery and Virginia Green Lawn Care, improving search visibility and engagement

Associate Copywriter July 2022 - Nov 2023

Hill Holliday | Boston, MA

- Developed compelling multi-channel ad copy for digital, social, print, and TV campaigns
- Collaborated with designers and strategists to craft brand messaging that resonated with target audiences
- Managed multiple projects under tight deadlines, maintaining high creative standards in a fast-paced agency environment

Creative Writing Intern May 2019 - May 2020

Fidelitas Development | Atlanta, GA

- Created clear and engaging technical content for growing tech businesses, simplifying complex concepts for target audiences
- Developed website copy, blog articles, and marketing materials that balanced technical accuracy with brand storytelling
- Conducted research on industry trends and SEO best practices to optimize content for visibility and lead generation