



ABBY HANCHARIK

COPYWRITER

770-547-3493

abbyhancharik@gmail.com

abbyhancharik.com

Boston, MA

EDUCATION

BA in Advertising
University of Georgia
2016-2020

Minor in Spanish
University of Georgia
2016-2020

Certificate in Copywriting
The Creative Circus
2020-2022

SKILLS

- Content creation
- Social media
- AI tools
- Video ad scripting
- Web copy
- Brand strategy
- Brand storytelling

ACHIEVEMENTS

- SILVER STUDENT AWARD
- ATTENDEE AT LONDON INTERNATIONAL AWARDS
- CROSSFIT L-1 CERTIFICATION

ABOUT ME

Hi! I'm Abby and I'm a firm believer in mixing business and passion. I have a knack for cracking jokes, burning food, and killing plants. Love languages include but aren't limited to underdone pancakes, a really nice pen, and a heavy (ish) barbell.

WORK EXPERIENCE

Copywriter 2022 - 2023

Hill Holliday | Boston, MA

- Ideated engaging ideas for various brand campaigns.
- Increased brand engagement on Instagram, Twitter, Facebook, and LinkedIn through social media content creation and caption cop.
- Presented pitch decks to clients where I used my insights on current consumer trends to sell various creative ideas that could increase brand awareness within budget.

Copywriting Intern

Fidelitas Development | Remote

2020 - 2022

- Published weekly blog posts on key technology trends that businesses should tap into for success.
- Wrote 'how-to' style articles to help businesses implement tech tips and trends into their own company.

Level 1 Coach

CrossFit PPG | Atlanta, GA

2020 - 2022

- Led group fitness classes while following proper progressions of CrossFit, weightlifting, and gymnastics.
- Taught and helped to improve the seven foundational movements for longevity.
- Helped improve body composition, flexibility and strength in athletes.

REFERENCES

Marc Hartzman

Hill Holliday / CD

Phone: 347.512.6208

Email: marchartzman@gmail.com

Peter Nicholson

Hill Holliday / CCO

Email: peterberryhill@mac.com