



ABBY HANCHARIK

COPYWRITER

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🌐 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

- Creative Writing
- Social media
- Script Writing
- Long-form Copy
- Marketing Strategy
- Oral Presentation Skills
- Campaign Development

ACHIEVEMENTS

- SILVER STUDENT SHOW
- ATTENDEE AT LONDON INTERNATIONAL AWARDS
- CROSSFIT TRAINER CERTIFICATION

ABOUT

I'm not just a writer. I'm a storyteller, a strategist, and a relentless seeker of the perfect phrase. Whether I'm on my first draft or my hundredth draft, I approach each task with enthusiasm, creativity, and a fresh set of eyes with every new line.

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 copy.
- 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.

Copywriter 2020-2022

The Creative Circus | Atlanta, GA

- Collaborated with fellow students and mentors to brainstorm innovative ideas for advertising campaigns across various mediums including print, digital, social media, and broadcast.
- Wrote engaging and persuasive copy for advertisements, marketing materials, website content, social media posts, and other communication channels.
- Presented ideas and work-in-progress to classmates, faculty, and industry professionals with confidence and clarity.

Creative Writing Intern

Fidelitas Development | San Diego, CA 2019 - 2020

- Harnessed the power of storytelling to communicate complex ideas, technical concepts, and product features in a compelling and accessible manner.
- Conducted research to gather insights, data, and industry trends that inform content strategy and messaging.
- Crafted narratives that resonated with target audiences and evoked emotion, curiosity, and intrigue.