





TESSA WARBURTON

COPYWRITER

CONTACT

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-  Toronto

SKILLS

- Visual and verbal communication
- Critical thinking and problem solving
- Presentation skills
- Teamwork and Leadership

EDUCATION

MA in English Literature

McGill University

2021-2023

Gained proficiency using research to logically build convincing and persuasive arguments in writing and presentations.

Bachelor of Arts (Honours)

Queen's University

2017-2021

Recipient of the James Cappon Memorial Scholarship in English

SOFTWARE EXPERIENCE

- Photoshop Indesign
- Mailchimp Slack
- ChatGPT A.I. Image generation

HIGHLIGHTS

- Experienced in visual, verbal and written storytelling for a variety of audiences, through experience at Humber, Pedalheads, and *The Queen's Journal*.
- 7 years of experience building logical, persuasive, and creative arguments in writing as well as in presentations.
- Consistently recognized for positive attitude, responsibility, and strong work ethic.

ADVERTISING EXPERIENCE

Copywriting Internship

Rethink

May 2024-Present

- Collaborated with an art director partner to create a variety of PR generating ideas for clients such as Kraft Heinz, Ikea, and Scotiabank.
- Wrote and presented radio scripts to the Ikea team under the direction of a senior team.
- Revised and edited work and pitches based on feedback from ACDs and CDs.

Copywriting Certificate

Humber College Post Graduate Studies

2023-Present

- Collaborated with art directors and copywriters to create 360 campaigns for a variety of platforms, products, and services.
- Demonstrated time management skills while crafting attention-grabbing copy for various mediums, including Out-of-Home (OOH), email newsletters, print, video, and radio.
- Gained experience presenting work to a variety of clients and agencies.

WORK EXPERIENCE

Day Camp Manager

Pedalheads Bike Camps

Summer of 2019- Summer of 2023

- Increased mid season enrolment by 10% because of positive attitude and ability to connect with campers, staff and parents.
- Used storytelling and engaging make-believe games to foster curiosity and help campers learn a variety of physical biking skills.
- Mediated conflict between campers, staff, and parents by listening thoughtfully and providing guidance when needed.

Production Manager

The Queen's Journal

2018-2021

- Created and edited original graphics, visuals and photos using **Adobe Photoshop** and **Illustrator**, while adhering to strict deadlines.
- Managed content creation and a posting schedule for the Journal's social media platforms.
- Designed the weekly email newsletter using **Mailchimp**, increasing clickthrough rate and engagement.