

SYDNEY ILLUM

COPYWRITER



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ABOUT ME

In an effort to keep this short and sweet, I'm a creative copywriter who will take care of your clients' needs and problems the way they deserve to be taken care of.

NOTABLE SKILLS

- Writes at a level that really average people find impressive
- Creatively solves any problem that exists before you ever even know about it
- Presents confidently even when I'm flying by the seat of my pants
- Isn't afraid to voice opinions, thoughts, and concerns

WORK EXPERIENCE

MARKETING INTERN

June 2020 - June 2021

GoMacro LLC

I was mentored and worked closely with GoMacro's CMO to initiate and manage special projects for their marketing team in an effort to increase consumer awareness and uphold their brand personality. I was responsible for an initiative which sent over 240k protein bars to doctors and nurses around the United States during the beginning of the COVID-19 pandemic. I also assisted in social media efforts and website copy.

COPYWRITER

Oct 2020 - Present

BYU Adlab

At Brigham Young University's student-run advertising agency, I am a senior copywriter. I concept, write, and direct projects for real clients like Amazon and HP. I also make speculative work for brands I choose to enter into award shows and build my portfolio. This work can be seen on my website.

COPYWRITING INTERN

May 2022 - Present

R&R Partners

In the advertising agency, I report directly to an Executive Creative Director and fulfill any copywriting projects that need a fresh voice or a helping hand. Most of my work here is local, cause-based, and purposeful. I've worked on social media campaigns, pamphlets, television ads, and event designs for companies like Utah Transit Association, Utah Department of Alcoholic Beverage Services, and National Diabetes Prevention.

EDUCATION

BRIGHAM YOUNG UNIVERSITY

Aug 2019 - Apr 2023

Bachelor of Fine Arts in Communications: Advertising

Minor in Family Life