

# DANTE SPADO

## CONTACT

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## SKILLS

Copywriting  
Screenwriting  
Editing  
Storytelling  
Creative Thinking  
Problem Solving  
Blogging  
AP Style  
WordPress  
Microsoft Word  
Adobe Premiere  
HTML  
CSS  
Hootsuite  
Facebook Business Suite

## RELEVANT COURSEWORK

Ad & PR Research  
Creative Advertising  
Digital Storytelling  
News Editing  
Advertising Media  
Branding of Me  
Interactive Media  
Writing Short Film  
Screen Adaptation  
Writing Film & TV  
News Writing & Reporting  
Principles of Advertising & PR  
Writing the One-Hour TV Drama

## EDUCATION

### Bachelor of Arts in Media and Journalism; Concentration in Advertising and Public Relations

University of North Carolina at Chapel Hill | 2017 - 2021

## EXPERIENCE

### SENIOR COPYWRITER

REVERED | Nov 2022 - Present

*In addition to the duties listed under Junior Copywriter:*

- Collaborate with leadership to produce effective strategy and bring big ideas to life
- Develop brand identities with higher-level messaging
- Generate ideas for new business pitches

### JUNIOR COPYWRITER

REVERED | Sep 2021 - Nov 2022

- Write copy for clients in the higher education, technology, life sciences, and outdoor sports + lifestyle fields
- Work with a team to create advertising campaigns
- Write, edit, and proof copy for digital and print, social media, blogs, websites, emails, and scripts

### CREATIVE INTERN

MedThink Communications | Jun 2021 - Aug 2021

- Developed a campaign through every step of the creative process including research, concepting, writing, and editing
- Brainstormed, concepted, and collaborated with art director
- Edited and proofed copy for pharmaceutical ads

### COMMUNICATIONS INTERN

Child Care Services Association | Jan 2021 - May 2021

- Created and curated stories about the impact of CCSA through social media, blog posts, and newsletters
- Created graphics and wrote captions for social media posts to promote several of CCSA's programs
- Researched and implemented digital campaigns

### NATIONAL STUDENT ADVERTISING COMPETITION

Sep 2020 - Apr 2021

- Worked as a copywriter alongside students acting as art directors to create print, OOH, and video advertisements
- Conducted secondary research by looking at messaging from prominent brands
- Collaborated with 19 other students to develop an integrated marketing campaign