

**Advertising Portfolio:**

www.eli-wright.com

**Contact:** 805-319-9379

wrightofway22@gmail.com

**Hometown:**

Santa Barbara, CA

**SUMMARY** A copywriter and creative thinker with production experience from Apple box to Zoom lens, I'm set to graduate from BYU with a bachelor's in advertising in April 2024 and equipped with the skills to write the script, produce the spot, and bring it to life in front of the camera.

**EDUCATION AND HONORS**

- AAF's Most Promising Multicultural Student of 2024
- 3<sup>rd</sup> place in BYU Social Impact Center's Changemaker Challenge 2023
- Dean's List in College of Fine Arts and Communications 2022

**EXPERIENCE**

**Social Media Manager and Advertising Assistant — Multicultural Student Services of BYU October 2023-Present**

- Create and curate content for the social media channels promoting the multicultural events (Fiesta, Lū'au, Black History Month, Lunar New Year and Native American Pow Wow) and mission of the Multicultural Student Services

**Digital Marketing Intern — SmackSocial June 2023-October 2023**

- Cultivate the brand voice for a startup company through social media content, guerilla marketing, memes, and event planning

**Online Coordinator — Missionary Training Center – September 2022-June 2023**

- Assisting full-time volunteers in countries of Angola, Cape Verde, Mozambique, Nigeria, Portugal, and Norway improve the media advertising through Zoom calls, Meta Business Suite coaching, and troubleshooting

**Independent Contractor/Producer — Skylight Spiritual Wellness – January 2023**

- Spearheaded the production of 30 social media spots filmed in a single day: hiring actors, recruiting art crew, renting out a studio for a successful execution

**VOLUNTEER EXPERIENCE**

- CMO of Bring Your Own Bowl, a BYU Student Service Association Cereal Club now 4 years old
- Part-time Writer for a satirical news service
- Full-time missionary in Salvador Brazil (June 2019-March 2020) and Houston Texas (June 2020-June 2021)
- Emcee for student run nonprofit Kids Helping Kids benefit concert
- Eagle Scout

**SKILLS**

- Creative Thinking, Copywriting, Collaboration, Conceptualizing, Alliteration, Adaptability, AI Maximization, Infusing Enthusiasm, Exceeding Expectations, Problem Solving, Portuguese Fluency, Reliability, and Time Management.