

CLAUDIA CONNORS

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EXPERIENCE

VMLY&R

Senior Copywriter (2022-Present), Copywriter (2020-2022), Associate Copywriter (2018-2020)

- Wrote top-performing social, digital, content, and smart device copy while adopting authentic brand voice
- Brainstormed and executed creative concepts that drove lead generation
- Delivered polished client presentations demonstrating a clear vision of how work addressed the client challenge
- Collaborated as part of a larger team in a fast-paced environment

Seventeen | Hearst Digital Media

Contributing Writer (2018)

- Wrote #4 most popular weekly article on Seventeen.com
- Pitched stories to Deputy Digital Editor and submitted high-performing articles written in Seventeen's brand voice
- Performed social listening to identify relevant subject matter for content

Odyssey

Staff Writer (2017-2018)

- Reached over 25K page views on single article and wrote #1 most popular weekly article on Odyssey
- Crafted SEO keywords and website tags to drive online traffic
- Met strict deadlines and published weekly articles on national website
- Employed strategic practices for social media sharing to maximize reach

The Walt Disney Company

Disney College Program Intern (2015-2016)

- Provided world-class guest service in Fortune 100 Company
- Performed excellent verbal communication skills in high volume area

AWARDS

- Silver at New York Festivals 2020
- Short List at One Show 2020 (x2)

EDUCATION

University of Central Florida (May 2018)

Bachelor of Arts in English - Creative Writing, Minor in Digital Humanities

- Editor-in-Chief of The Cypress Dome Literary Magazine
- Chief Campus Editor of The Black Sheep Magazine
- Editorial Intern for The Florida Review Journal
- Global Ambassador for UCF Study Abroad