

# Libbie Bond

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libbiebond.com

515.829.7907

## Experience

### **AdFarm | Copywriter**

MAY 2015 – PRESENT | KANSAS CITY, MO

Brainstorm, develop and execute creative strategies and ideas. Write for a range of clients in a variety of channels, including digital, social, radio, print, out-of-home and more. Proofread RFPs and pitch presentations. Plan and execute bi-monthly company culture events.

### **Meyocks | Copywriting and Social Media Intern**

JUNE 2014 – MAY 2015 | DES MOINES, IA

Wrote radio and broadcast scripts, email newsletter articles, blogs and social media posts. Brainstormed new product names and website and social content.

### **Drake University Ad Capstone | Account Executive**

SPRING 2015 | DES MOINES, IA

Led group of peers to produce a semester-long advertising campaign for a national client. Maintained group communication and cooperation. Streamlined information and acted as point person between client, professors and team.

### **Akili Design and Marketing Services | Intern**

SPRING 2014, SUMMER 2013 | DES MOINES, IA

Wrote blog posts and press releases, managed social media content and composed and edited website content for clients and agency. Designed flyers, business cards and wedding invitations.

### **Jethro's BBQ | Waitress**

DECEMBER 2011 – MAY 2015 | DES MOINES, IA

Maintained customer satisfaction by resolving questions and dissatisfactions. Handled monetary transactions.

## Skills

### **Software**

Adobe Creative Suite, Microsoft Office, Wordpress

### **Social Media Management**

Hootsuite, MailChimp

## Education

### **Drake University**

B.A., Journalism & Mass Communication

Advertising, Graphic Design and Leadership Concentration

Class of 2015

3.66 / 4.0

### **Study Abroad**

Bahamas, January 2015

England, January 2014