

Libbie Bond

libbiebond07@gmail.com

libbiebond.com

515.829.7907

Experience

Lockton Affinity | Copywriter

JULY 2017 – PRESENT | KANSAS CITY, MO

Write emails, newsletters, website copy and more for a range of clients, including franchise groups, nonprofits and fitness organizations. Create, implement and manage multiple social media content calendars.

AdFarm | Copywriter

MAY 2015 – JULY 2017 | KANSAS CITY, MO

Brainstormed, developed and executed creative strategies and ideas. Wrote 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. Planned and executed 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.

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