

# ROBERT SHETTLEWOOD

CREATIVE/ COPYWRITER



## CONTACT

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131 Boerum St, Brooklyn, NY  
11206



## EDUCATION

NEW YORK  
UNIVERSITY

The Silver College of Arts and  
Science and, 2022 Bachelor of  
Arts, Psychology  
GPA: 3.3

## SKILLS

### Professional

Time Management  
Schedule Management  
Project Planning  
Presenting

### Technical



-Script writing  
-Storyboarding  
-Deck building  
-Qualitative Research  
-social media management tools  
like Sprinklr, Spredfast, Hootsuite.  
-Proficient in Microsoft Word,  
Excel, Tableau and IBM SPSS  
statistics software

## PROFILE

A creative yet strategic thinker, student of the culture, world connector, storyteller, and foodie. A quick learner with a great work ethic and an indubitable pitch confidence.

## EXPERIENCE

Creative Resident/ Copywriter- **TBWA/CHIAT**, New York, NY — June 2023- Present

- Honing Copywriting skills through working on clients such as Hilton, Nissan, and CJR.

Trend and Consumer Insights Researcher- **Converse**, New York, NY — Jan.2021-Nov. 2022

- Worked alongside the Director of Consumer Insights as well as analysts from Western Europe and China to provide insights in quarterly macro-trend research presentation that informed and drove brand, social and comm strategy.
- Worked closely with footwear and apparel design teams, delivering insights and easy-to-understand presentations.
- Conducted consumer interviews, leading focus groups, and connecting the brand to underrepresented communities and sub-cultures around NYC.

Campus Brand Manager (Internship)- **Timberland**, New York, NY — July 2021- Jan. 2022

- Drafted creative pitches and social media captions (and tweets) to captivate a younger, trendier audience.
- Coordinated a social media content schedule and presented social strategy ideas based on micro-communities and trends on Tiktok, Instagram, and Twitter.

Social Media Manager- **MadeIntheURL**, New York, NY, — June 2020- Present

- Managing all social media channels for the blog through tools like Sprinklr, Spredfast, Hootsuite.
- Creating social media content rollout calendar including planning, scheduling, and posting across platforms.
- Using social analytics tools like Facebook Insights, Crimson Hexagon, Topsy, Netbase and Simply Measured to generate insights.
- Responsible for all creative copywriting across social platforms.
- Building a network of young creatives around the globe through social media outreach.