

# Audrey Beesley

Dynamic and curious brand strategist and copywriter with a strong dedication to produce content that drives action. Excels in team environments, delivering persuasive copy that drives brand engagement. Strong communication and presentation skills, committed to exceeding client expectations to form lasting relationships.

## Professional Experience

### TEAEL Creative, Freelance Brand Strategist Austin, TX

8/20/2023- Present

- Develop both organic and rebrand strategy and tactics for Fortune 500 companies and smaller boutique entities.
- Extensive copy development and creative campaign creation
- Created and developed brand narratives, vision & purpose, purpose activation and tactical plans for clients
- Worked closely with clients to understand brand objectives to ensure continuity and satisfaction

### HCB Health, Advertising & Branding Agency – Social Media Intern & New Business Intern Austin, TX

05/2022 - 08/2022 & 05/2018 - 08/2018

- Created informative and entertaining posts for HCB's Twitter, Facebook, and Instagram pages
- Moderated social media accounts for constructive, brand-appropriate communications
- Responded to comments, posts, and questions from various channels
- Collaborated with teammates to develop new business advertising collateral and pitch presentations
- Collaborated with the account team to support new client acquisition.
- Supported new business pitches by helping organize decks, content flow and pitch practice.

## Accomplishments/Awards

- 1st Place, Advertising Campaigns Capstone Competition, Gaylord College 2023
- 14th Place - USA National Digital Marketing Competition & Summit 2023
- Vice President, Kappa Kappa Gamma Sorority

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## Skills

- Content Development
- Copywriting
- Copy Editing
- Public Speaking
- Brand Messaging
- Campaign Implementation
- Branding Campaigns
- Digital Copywriting
- Ad Development
- Adobe InDesign
- Adobe Photoshop

## Education

05/2023

### University of Oklahoma

Norman, OK

Bachelor of Arts : Advertising And Digital Marketing

- President's Roll and Dean's List (2019-2023)

## Certifications

Google Analytics  
Google Ads Search Certification  
Google Ads Measurement Certification  
Google Display Ads Certification  
Hootsuite Social Marketing Certification