

BECCA SHULER

COPY HUMAN

I CAN DO THIS

Microsoft Office, Adobe Creative Suite
Navigate the inner depths of the internet
Dig through social channels to find anyone's life story
Oh, I can write too.
Scripts, social content, conceptual, anything really.

IT ME

writer – design lover
typhoon of energy
gamer – user of the force
explorer – puzzle lover
'pusher' of fresh ideas

EXPERIENCE

Copywriter | The LEGO Group | Denmark | 2020-Present
Creative lead LEGO Super Mario

Also working on LEGO Brand, LEGO Star Wars, LEGO City, LEGO Ninjago, LEGO Vidiyo

Sr. Copywriter | Havas | Chicago | 2019-2020
Concept & Campaign Creative
Citibank

Copywriter | Critical Mass | Chicago | 2018-2019
Digital Campaigns including OLV & social content
AT&T Mobility, AT&T Network, Directv, DirectvNOW

Copywriter | Leo Burnett | Chicago | 2016-2018
Shopper Marketing & Digital Activations
Herbal Essences, Aussie, Head & Shoulders, Pantene, and other P&G brands

Jr. Copywriter | RSE | Sacramento | 2015-2016
Traditional & Digital Media
California Boating & Waterways, California Community Colleges, Niello Company, Safe Credit Union

Assoc. Copywriter | Yellow Shoes | Orlando | 2014-2015
Traditional & Digital Media
Walt Disney Parks & Resorts, Disney Cruise Lines



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EDUCATION

Advertising B.F.A
Savannah College of Art & Design
Graduated in 2014 with a focus in Copywriting

I DID THIS

Silver ADDY award for Go Goofy Kit
Silver ADDY award for Glidden campaign
Featured in Adweek's Talent Gallery