





SHANNON DAEHN

COPYWRITER

CONTACT

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-  Minneapolis, MN

EDUCATION

Loyola University Chicago

BA, Creative Advertising

2017-2021

3.99 GPA, 8 Semesters on Dean's List, Portfolio-based creative advertising program with minors in Spanish and Marketing. Well versed in CTA navigation.

PROGRAMS

Microsoft Office Suite
Workfront Project Management
Sprout Social / Hootsuite
Adobe Creative Suite

OUT OF OFFICE

Avid Crocheter
Cocktail Enthusiast
Ad League Bowling Regular
Intramural Volleyball Benchwarmer

WORK EXPERIENCE

Copywriter

broadhead., Minneapolis, MN 2021 - present

- Contributing to campaign concepting and build-out, in-the-weeds websites and product detailers, and pre-roll video for agriculture and consumer food brands.
- Regularly presenting work internally and pitching campaign and project work to existing clients.
- Selecting and directing voice-over talent for video and radio.
- Ensuring the Minneapolis office is the place to be through our culture committee.

Copywriting Intern

broadhead., Minneapolis, MN Summer 2021

- Gained experience primarily on client work in the agriculture sector and collaborated on a summer-long intern project.
- Convinced them to hire me on full-time.

Communications Intern

Loyola University Chicago, Quinlan School of Business 2019-2021

- Shared all things Quinlan via web articles and social media. Interviewed countless students and alumni, and learned T4 website maintenance.
- Introduced new Instagram strategies and content series to grow engagement.

Communications Intern

Ignatian Volunteer Corps, Chicago, IL 2019-2021

- Mastered Mailchimp monthly newsletter content management, layout, and delivery.
- Dabbled in WordPress website updates and content writing.
- Researched and organized prospective volunteer partners.

Marketing Intern

Aspire Digital, Dublin, Ireland Summer 2019

- Learned the ins and outs of Google Search Ads, dabbled in Google Analytics, and blogged about digital marketing trends focused on Irish and European markets.
- Regularly teased for not upholding American college drinking stereotypes with my Irish coworkers.