



## Contact Information

### Mary Paisley Belk

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## Academic Experience

### M.A. in Advertising

Savannah College of Art and Design  
September 2020 - March 2022  
Atlanta, GA  
GPA: 4.0

### B.A. in Communication Studies

Furman University  
August 2017 - May 2020  
Greenville, SC  
GPA: 3.6

### Broadcast Journalism

University of South Carolina  
August 2016 - May 2017  
Columbia, SC  
GPA: 3.8

## Related Coursework

### Graduate

Creative Strategies  
Branding Solutions  
Creative Copywriting  
Collaborative Advertising  
Art Direction  
Typography  
Digital Production

## Proficient Skills

### Misc.

Adobe - AI, PS, ID AE,  
XD, Acrobat  
Google Workspace  
Outlook  
Word  
PowerPoint  
Keynote

## Award Recognition

### 3 ACC Atlanta's Club ADDYs

Amazon, Dame, & Uncommon Goods

### 1 AAF Augusta's Club ADDY

Domaine Winery

### Miami Ad 24 hr. Competition Innovation Award

Twinning's Tea

### Commencement Speech Finalist

FU Postponed Graduation Speaker Alternate

## Relevant Involvement

### Ogilvy Copywriter

#### Advertising Creative Full-Time

Chicago, Illinois (March 2023 - Present)

Non-stop creative writing and ideating for clients: SC Johnson, Ziploc, Pledge, Windex, Scrubbing Bubbles, Glade, Absolut, Pacifico, Workday, CDW, Ball Park Franks, Jimmy Dean, Sargento, Google, and Coca-Cola; Summer Intern Cmte. Member brainstormed and brought to life internship program activities, lunch & learn sessions, and networking events including catering, finance, chaperoning, and mentoring the collective of students; Young Professional Cmte. Member initiated meetings to get the Yo-Pro community back at Ogilvy; first networking event soon

### Ogilvy Copywriter Intern

#### Advertising Creative Internship & Extension

Chicago, Illinois + New York, New York (June - September 2022)

Focused on copywriting while also flexing art directing, strategizing, conceptualizing, pitching, and self-managing skills; Invented term and idea "Ball Parkuterie" and art directed its \$25k production shoot, wrote post copy for Tyson's Ball Park Franks social series; Created viral posts for Feminine Hygiene Brand U by Kotex's socials; Imagined alongside Cannes Lions award winning team brand event activations for The Chicago Int. Film Fest; Brainstormed for Consumer Goods Industries: Wright Brand Bacon "Mayor of Bacon City USA" Event Activations and Sargento spec ads "Limited Edition Balanced Breaks for Kids"; Hill Shire Farm shadowed TVC / radio; Ideated upon Sports & Entertainment: Abbott x Real Madrid collab brief; Revitalized Young Jimmy Dean via Social Brief for Intern Pitch Project and lead team to sizzling bacon victory; Internship extension through for Ogilvy NYC with emphasis on Technology Industry; Wrote :60 sizzle scripts for Corteva Agriscience Global Food Safety Initiative Conference; Analyzed brand solutions for Audi new bizz client; Conceptualized for Samsung Global Campaign Collab Brief with Sr. A.D. + Sr. Designer partners

### SCAD Study Abroad Winter

#### Creative Experience

Lacoste, France (November 2021)

Rebranded a local winery for an international portfolio piece; Co-Creative Directed a team of 9 in the South of France

### Paladin Pitch Competition Finalist

#### Furman University Innovation and Entrepreneurship

Greenville, SC (February 2020)

Pitch contender for re-brand venture: Twinning's High Tea Shots; "More Than Just a Drink, A Shot of Life"; Audience of 527

### 24Hr. Design + Pitch Competition Participant

#### Furman University Art Department + Miami Ad School

Greenville, SC (January 2019 / 2020)

Reimagined Twinning's 300-year-old Tea into 4-pack energy shot series; Conceptualized pasta subscription service "POSTA"

### Furman University Student Activities Board Member

#### Office of Student Activities

Greenville, SC (September 2018 - May 2020)

Executed campus-wide events; Content Creator of Marketing Cmte.; Hospitality for Concert Cmte. music fest artists: Cherub, Mowglis, and Amine; Served on Annual Cmte.

### Furman University News Channel Host + Producer

#### Department of Communication Studies

Greenville, SC (September 2017-September 2019)

Established a reliable and amusing news outlet; Filmed, edited, and broadcasted news

### Alpha Delta Pi Member PR + Spirit Chair

#### ADPI Eta Phi + Beta Epsilon Chapter

Columbia, SC (September 2016 - May 2020)

Lead PR and kept team moral for 400+ sorority women