

Kaylyn Ferguson

COPYWRITER

WORK EXPERIENCE

BRAND MANAGER

Paris Market & Brocante | May 2021 - Present

- Writes and curates a strong brand presence across all social media platforms.
- Works on creating, maintaining, and updating brand website.
- Creates ad material, menus, graphics, and content for both store and cafe.
- Works directly with brands to collaborate and bring cobranded products into the market.
- Was promoted from barista, to cafe manager, to brand manager within in one year.

COPYWRITING INTERN

National Society for High School Scholars x Launchpeer | March - August 2020

- Created a brand for a peer tutoring platform from scratch.
- Was responsible for creating a voice for the brand and oversaw application across all media.
- Had a great relationship with the client as they hired me to do a summer Internship as a writer after the project's completion.

ALMA MATER

SAVANNAH COLLEGE OF ART AND DESIGN

B.F.A. Advertising and Branding | 2017 - 2021

Concentration In Copywriting

- 4.0 Major GPA
- Gave 115% to classwork while successfully maintaining a job for all four years.

SKILLS AND EXPERTISE

Professional People Person
Wordsmith
Empathetic
Efficient
Incapable of Slacking
Illustration
Baker
Adobe Suite

REFERENCES

Rebecca Zerby: (301) 312 - 7222
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LET'S CHAT

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