



Annette Leo

Los Angeles based
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SKILLS

BADASS

Copywriting, Concepting,
Spanish, Photoshop, Illustrator

GOOD ENOUGH

Final Cut Pro, InDesign, Beer Pong,
After Effects (but please don't ask)

NOT IN MY REPERTOIRE

Knowing Left from Right,
Doing "the Worm", Mental Math

KUDOS

AdWeek Feature (PhilADthropy)

District 4 Addys Silver x 2

Miami Addys Gold

Miami Addys Silver x 5

PRADDYs Excellence in Ad

PRADDYs Silver x 2

PRADDYs Individual x2

AAF NSAC Gold

6th Grade Spelling Bee Champ

hello

EXPERIENCE

Jan 2020-
present

Freelance Copywriter

Clients: Cozy Earth, Monday.com, ACLU pro-bono & more
Billboards, digital, social, websites, branding. Let's talk.

Aug 2019-
Jan 2020

TBWA\Chiat\Day LA | Youngblood Copywriter

Clients: McCafé, Google Cloud, New Business
Moved to LA and immediately got hit by a car. If you can
pitch ideas from a wheelchair, you can pitch anywhere.

June-Aug
2019

Translation LLC | Copywriting Intern

Clients: NBA, Stand Together, NFL, Brooklyn Nets
Before you ask, my favorite athlete is Air Bud.

Jun 2018-
Feb 2019

PhilADthropy | Copywriter

Created the promo campaign for PhilADthropy, a 25-hour
nonprofit ad marathon for Parkland shooting survivors'
organizations. This work was featured on AdWeek.

Aug-Dec
2018

Caribu | Creative Director

Led a team of 15 creatives on a \$1 million campaign for a
startup children's reading app. The campaign includes
pre-rolls, radio, print, digital, and activations.

June-Aug
2017

Havas Worldwide New York City | Copywriting Intern

Clients: Reckitt Benckiser, Mattress Firm
Wrote and edited TV spots and radio scripts blindly
chosen by Executive Creative Director.

* ask me about the time I worked for a socialite's dog.

EDUCATION

Class of 2019

University of Miami

BSC in Creative Advertising
Graduated Cum Laude but bad at calculating tips.

Fall 2017

Richmond American International University in London

Extracurriculars include pub-hopping and sneaking into
London Fashion Week.

Summer 2016

Condé Nast College of Fashion & Design Vogue Intensive Course

Fashion writing, styling, photography.