

Dalton R Dudkewitz

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<https://daltondudkewitz.carbonmade.com/>

Education

Temple University

Bachelor of Arts in Advertising Copywriting

Philadelphia, PA

Graduation – May 2017

Work Experience

Cohere

Copywriter Intern

Philadelphia, PA

May 2017 – August 2017

- Promoted client social media engagement and on-site sales via eblasts
- Enriched and optimized meta data utilizing Google Analytics
- Managed blog and homepage content of client websites using Wordpress

The Franklin Institute

Marketing Intern

Philadelphia, PA

February 2017 – May 2017

- Penned eblasts and brochures showcasing educational programs
- Conducted ongoing analysis of emails, website, and marketing efforts
- Researched and created distribution lists for marketing material

Timmons&Company

Copywriter Intern

Jamison, PA

January 2016 – August 2016

- Forged engaging copy with a strategic foundation
- Created clever campaign concepts
- Worked closely with the creative director to absorb knowledge and grow

Academic Projects

Ella Vanilla: The Art of Celebration Campaign

Copywriter

- Painted cake decorating as a fun and easy-to-do art form for kids and adults
- Encouraged sign-ups for cake decorating classes via social media

Temple University

April 2017

Skills

Software: Google Analytics, Word, Excel, PowerPoint, Photoshop, Wordpress, Carbonmade, Salesforce, Asana

Operating System: Mac, PC

Activities

Outdoors Club, Temple University, 2013

Lyricist and Guitarist, Wring Out, 2013 – Present