



hayley-dupree.com | 412.996.8586
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OVERVIEW

I make ads that work. By using my unique creativity and command of the English language, I connect consumers with great brands.

EDUCATION

THE UNIVERSITY OF TEXAS AT
AUSTIN

B.S. Advertising
Texas Creative Program: Copywriting

CERTIFICATIONS

- IUCPSR Ethics in Research
- Collegiate-level German
- PTK Honor Society: Soft Skills
- Excel for Business

FEATS

- Texas Creative Program: Portfolio III graduate
- 2019 ADDY winner, Judge's Choice
- 2019 ADDY winner, Bronze
- PTK Honor Society member

EXPERIENCE

FREELANCE COPYWRITER, MARKETING
CONSULTANT

Shly Construction Companies | 2020 - 2021

- Managed all social media accounts
- Designed + wrote promo. materials
- Composed web copy + modernized website
- Advised on + purchased new media

FREELANCE JR. COPYWRITER

Dell Technologies + Alienware | 2019 - 2020

- Developed concepts for social content
- Formulated, edited copy; devised visuals
- Wrote + conducted interviews for video

ASSISTANT MARKETING DIRECTOR

Chick-fil-A MLK | 2015 - 2017

- Managed all social media accounts
- Co-directed marketing events; assessed event success + constructed strategies

MARKETING TEAM ASSOCIATE

Chick-fil-A South Hills | 2012 - 2015

- Created promotional materials for events
- Lead marketing event activities, formed event success strategies

ADVERTISING CONSULTANT

Cybercoins.net Inc. | 2009 - 2012

- Managed all social media accounts
- Edited press releases + promo. materials
- Advised on expanding media presence, facilitated media buying