

LIZZIE SNELLINGS, SENIOR COPYWRITER

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WORK EXPERIENCE

Senior Copywriter

FCB Chicago, Chicago, IL

June 2025–Present

- Directs talent in live voiceover sessions and articulates the wider team's thoughts to yield the best performance
- Works directly with Producers, Account, and Art Directors throughout the production process from initial concepting to final broadcast deployment
- Experiments with new ideas to push innovative and creative copy while taking into account existing industry standards and requirements for regulated works in H&W spaces
- Confidently takes initiative and ownership of tasks that span across creative needs and clients
- Capable of working independently and managing multiple projects in a timely and efficient manner

Copywriter

FCB Chicago, Chicago, IL

August 2023–May 2025

- Develops dynamic and impactful copy for a variety of Health & Wellness brands across print, digital, TV, and social media platforms
- Plays a key role in concepting, executing, and crafting copy for high-profile, large-scale campaigns
- Collaborates with Art Directors and Creative Directors to generate and execute business and award-winning ideas
- Actively participates in and leads client calls and effectively articulates creative concepts and executions
- Brings an eagle's eye to copyediting and proofing across all media and major productions
- Takes the lead on ERG and DE&I global and internal initiatives, projects, and continued education in the community
- Proficiency in MacOS, Microsoft Office Suite, Adobe Creative Cloud, Powerpoint, and Keynote; Additional experience with voiceover performance, direction, and editing for commercial and internal use

Copywriter & Content Specialist

BCV Evolve, Chicago, IL

May 2021–August 2023

- Developed and created social media content for a diverse portfolio of 25+ clients in the luxury travel and hospitality industry, including The Ritz–Carlton, Four Seasons, The Peninsula, and IHG Hotels
- Wrote specialized copy for internal and external use across multiple platforms and mediums, including trade show merchandise, websites, Facebook, Instagram, Twitter, ConnectedTV, paid media, and organic content
- Executed monthly content calendars adhering to each client's brand aesthetic and TOV
- Spearheaded the creative development of ConnectedTV and commercial advertising through scriptwriting and implementation of voiceover
- Developed hashtags, branding, and copy (paid and organic) for an HSMAI Adrian Award-winning digital marketing campaign for a high-caliber client
- Oversaw Social Media Monitors and edited direct response copy for daily deliverables
- Proficiency in Airtable, Asana, and Microsoft Office Suite

Social Media Account Manager

Charu Interactive, Chicago, IL

December 2018–October 2020

- Managed social media and created digital content for clients in health/wellness, cosmetics, vocational services, and B2B digital marketing
- Developed creative and copy for web, CRM campaigns, socials, paid digital media, and blogs
- Collaborated with team members to develop website design and innovative creative initiatives
- Created a multi-part B2B blog series focusing on creative implementation of digital media in social campaigns

PROFESSIONAL & TECHNICAL SKILLS

Creative Concepting

Scriptwriting

Pitching Ideas

Client Presentation

Proofreading & Copyediting

Deadline Management

Mentoring & Leadership

Team Player

EDUCATION

Bachelor of Music, Magna Cum Laude

Oklahoma City University, Class of 2018