

Ashton Boiar

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EDUCATION

University of North Carolina at Chapel Hill | May 2023

Hussman School of Journalism and Media – B.A., Advertising and Public Relations & Minor in English

EXPERIENCE

Copywriter at Ocozzio | June 2023 – Present

- Developing campaign strategy and content calendars for insurance providers, B2B healthcare clients, and clinics.
- Collaborating on creative direction for web, paid and organic social ads, emails, and print with designers.
- Boosting clients' social performance, email opens and CTRs, plus website engagement and time on page.

Copywriting Intern at Frederick Swanston | April 2023 – June 2023

- Gained experience in B2C and B2B print, social, and email campaigns for health, finance, and real estate clients.
- Concepted creative for Ashton Woods, Kolter, ECU Health, Atlantic American, and Frederick Swanston.
- Received mentorship from account managers and directors in full-time agency life and copywriting practices.

Editorial Intern at Pillar4 Media | June 2022 – May 2023

- Wrote weekly wellness articles, product reviews, and video scripts in AP style and for SEO optimization.
- Researched, fact-checked, and edited articles with in-house content team and industry experts.
- Worked closely with SEO, web dev, and video production interns on content for Casper, Avocado, and Purple.

Copywriting Intern at Bounteous | January 2022 – June 2022

- Created UX app and email concepts for Blaze Pizza, Noodles & Co., Five Guys, and Dave & Buster's.
- Explored campaign development and creative review by coordinating with graphic designers and strategists.
- Drafted and edited copy and client-facing pitch decks daily for branding and style guide consistency.

Undergrad Writing Coach at the UNC Writing Center | June 2020 – December 2021

- Coached dozens of UNC students weekly in academic writing strategies from brainstorming to editing.
- Supported the Writing Center by training new coaches and coordinating outreach to freshman-level classes.
- Fostered yearlong coaching partnerships with undergrads of various backgrounds (STEM, humanities, and ESL).

SKILLS

AP style; Photoshop, XD, InDesign, Premiere; SEO, WordPress, HTML/CSS