

# Ashton Boiar

## Copywriter

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## EXPERIENCE

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### Copywriter at West Cary Group

September 2024 – Present

- Owning campaign creative with designers while assisting CDs on larger accounts.
- Driving 5.3M+ impressions, yearly growth in event attendance, and more.
- Crafting voices for clients in public sector, finance, tourism, and education.

### Freelance Copywriter

May 2024 – Present

- Delivering strategic print, web, RFP, and product copy that clicks with audiences.
- Plugging into agency and in-house teams, especially for same-day turnarounds.
- Clients include Highlights, Greater Orlando Sports Commission, and others.

### Content Writer at Ocozzio

June 2023 – June 2024

- Shaped B2B web, email, and event collateral messaging to sound less... B2B.
- Untangled miles of red tape while writing about the weird world of insurance.
- Learned the art of client calls and bargaining with AMs in a small agency team.

## EDUCATION

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### UNC Chapel Hill

B.A. Advertising & Public Relations