

claudia kloc

Profile

I've got a writer's heart, a traveller's soul, a reader's bookshelf, and the passion and experience you're looking for in your next copywriter.

Education

Post-Graduate Certificate
in Advertising Copywriting
Humber College
Sep. 2014 - Aug. 2015

Honours Bachelor of Arts
in English and Drama
*University of Toronto, Victoria
College*
Sep. 2010 - Apr. 2014
Graduated with High Distinction,
CGPA of 3.7/4.0

Skills

Copywriting
Content Writing
Digital Marketing
Editing
Proofreading
Presenting
Content Creation
Brand Storytelling
Social Media
Microsoft Office
Keynote/Powerpoint

Experience

Copywriter Sep. 2018 - March 2020
forsman & bodenfors

- Wrote, researched, and generated concepts for brands such as Trojan Condoms, Ontario Power Generation, LG Electronics, The Mobile Shop, and Seneca College.
- Worked across a diverse range of mediums, including TV, social, digital, print, direct mail, events, and outdoor media.
- Led multi-platform campaigns from conception to production, exceeding business, client, and creative objectives.
- Assigned as brand steward and lead copywriter on various clients.
- Brought my dog to work (almost) every day.

Jr. Copywriter Sep. 2015 - Sep. 2018
kbs+

- Worked on brands like LCBO, The Keg, McCain, Innocence Canada, and Miss Vickie's.
- Shot my first TV commercial, which included flying to and attending a production across the country in Vancouver.
- Won awards from **Applied Arts**, **The One Show**, **Communication Arts**, **CASSIES**, and the **ADCC's** for our campaign for non-profit organization Innocence Canada.
- Became Canada's #56 Copywriter on Strategy's Creative Report Card.
- Brought my dog to work on Fridays.

Intern Copywriter May - August 2015
kbs+

- Began my first foray into advertising with exceptionally written Instagram posts, banner ads, and SEO content.
- Never left the office before the boss did.
- Took coffee orders and delivered them in record fast time.
- Bought a dog to cope with the stress of the advertising industry.