

DANA GROSS

COPYWRITER

www.danamgross.com

CONTACT

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203-554-3230

EDUCATION

Denver Ad School

Denver, CO

Jan 2022 - Apr 2023

Copywriter

Hobart &

William Smith Colleges

2014 - 2018

Bachelor Of Arts

Major - English

Minor - Media & Society

WORK EXPERIENCE

Pereira O'Dell New York, NY

Copywriter Intern June 2023 - Present

Clients: IHOP, MINI Cooper, Zelle, [yellow tail] Wine Midea, Chex Cereal

Barkley New York, NY

Media Planner May 2021 - Dec 2021

Clients: Planet Fitness, Haribo, Dairy Farmers Of America, Vanity Fair, etc.

- Developed competitive reports to build media plans and budget recommendations
- Assisted with new business pitches

Omnicom Media Group (OMD) New York, NY

October 2018 – May 2021

Client: Frito Lay Team

Media Strategist, Jan 2020 – May 2021

- Guided content partnerships from initial client idea to launch and wrap reports
- Lead and executed monthly PepsiCo portfolio budget documentation

Assistant Media Strategist, Oct 2018 – Jan 2020

- Developed and maintained flowcharts
- Used Nielsen and Pathmatics to research competitors

Merkley + Partners

Digital Assets/Creative Intern

Summer 2017, New York, NY

Client: Mercedes Benz

KHÁC Community Excursions

Marketing Intern

Fall 2016, Hanoi, Vietnam