

# PEYTON BROOKS

CREATIVE COPYWRITER & WITTY WORDSMITH

## Contact

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## Education

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### Savannah College of Art and Design

January 2022 - March 2023  
Atlanta, Georgia  
M.A. Advertising

### Furman University

August 2015 - May 2019  
Greenville, South Carolina  
B.A. Communication Studies

### CIMBA Italy

January 2018 - April 2018  
Paderno Del Grappa, Vento  
Tippe College of Business  
University of Iowa

## Skills

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Adobe Creative Cloud  
Advertising  
Writing  
Storytelling  
Editing  
Research  
Content Ideation  
Videography  
Photography  
Proofreading  
SEO  
Public Relations  
Social Media Strategy  
Digital Production  
Branding Solutions

## Experience

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### The McGee Group

#### Copywriter

*Marietta, Georgia | April 2023 - Present*

- Write and edit copy for optical eyewear, sun frames, retail, and reading glasses for a diverse portfolio of brands and in-house lines.
- Collaborate on written brand and marketing materials for Badgley Mischka, Trina Turk, Mr Turk, Vera Bradley, XOXO, Life Is Good, Argyleculture, Jenny Lynn, Ducks Unlimited, Totally Rimless, and The Reading Glass Co.
- Research, create, and proofread product copy, website copy, social media posts, press releases, marketing e-mails, blog posts, print, one-pagers, advertisements, case studies, etc.

### City of Decatur x SCADpro

#### Art Department: Copywriter

*Decatur, Georgia | January 2023 - March 2023*

- Project for Decatur, Georgia's Bicentennial Celebration in Winter 2023.
- Leader of copywriting-related tasks and assisted with visuals, branding, and advertising needs.
- Spearheaded brand guidelines for copywriting, including messaging, voice, tone, and vocabulary.

### Southern Tide

#### Digital Copywriter Intern

*Greenville, South Carolina | September 2022 - January 2023*

- Created and edited unique product descriptions and website copy.
- Wrote thematic blog posts for on-site blog, The Southern Edit.
- Assisted social media manager and graphic designer with content writing for promotional e-mail and text blasts, social posts, graphics, and any other writing or proofreading needs.
- Brainstormed and collaborated with marketing and e-commerce departments on innovative and creative copywriting.

### Sweet Briar College Farm x SCAD Serve

#### Rebrand Copywriter & Editor

*Atlanta, Georgia | March 2022 - June 2022*

- Initiated research of school, geographical and socio-economical region, locals, customer and student demographic, as well as created mood boards and analyses to convey findings to graphic designers.
- Created original content for SBC Farm copywriting for the brand mission, vision, story, color palette and swatch names, menus, and product labels and descriptions
- Proofread and edited all written materials including packaging, labels, menus, merchandise, and decks presented to the board of the college and farm.

### Emory & Henry College Athletic Department

#### Assistant Director of Digital Media

*Emory, Virginia | August 2020 - October 2021*

- Created, edited, and scheduled social media content for all social media pages including game day graphics, final score graphics, shoot and edit game photography and videography, and distribute department news, and captions.
- Directed, shot, set up, and uploaded content for athletic event streaming on multiple platforms for all home games and matches.
- Assisted the AD, Director of Athletic Communications, coaches, student-athletes, and student interns on any relevant issues such as branding identity, social media, marketing objectives, recruiting content, special projects, and features.