

Samantha Frankel

CREATIVE COPYWRITER BASED IN MIAMI

Contact

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Work Experience

TEAM ENTERPRISE

Junior Copywriter

DEC '24 - CURRENT

- Conceptualize, write, and proofread for experiences, activations, social media and a wide variety of miscellaneous media for clients across sectors including: Bacardi Portfolio, Burger King, (Secret Financial Client), Urbani, SPORT BEACH, and others.
- Responsible for managing multiple internal/external projects, collaborating with clients and coworkers across departments.

DAVID THE AGENCY

Copywriter Intern

SEPT '24 - DEC '24

- Worked with established AD to develop campaigns for Coca-Cola, Castrol, Android, Sour Patch Kids, Pennington, and Netflix while managing time for bi-monthly proactive pitches with senior leadership.
- Developed script for Android campaign platform that went into production, as well as having idea selected to be pitched at the global DAVID Council.

GUT MIAMI

Copywriter Intern

APRIL '24 - SEPT '24

- Created and produced an idea for Vital Farms with national coverage during the Olympics and other sporting events; Worked closely with leadership on Super Bowl pitch to help win new business.
- Concepted social content for Welch's Fruit Snacks while working on other projects and proactive ideas for clients including Philadelphia Cream Cheese, AdCouncil, Delimex, Progressive, Chase, and White Cloud.

CANNES LIONS

Assistant Professor

SUMMER 2024 - CURRENT

- Prepare resources, itineraries, and content to assist 20 University of Miami students in navigating the prestigious festival, all while ensuring I continue to learn from the industry's best and stay immersed in creativity.

ALMA DDB

Copywriter Intern

JUNE '23 - AUG '23

- Worked closely with creative teams to conceptualize and evaluate client briefs including Coors Light, The Facts Now, Tobacco Free Florida, State Farm, and Bacardi, while pitching proactive ideas.
- Participated and learned from workshops hosted by agency department leaders highlighting the core team functions and responsibilities.

ORANGE UMBRELLA

Director of Creative Strategy

AUG '22 - JAN '23

Social Media Strategist

AUG '21 - AUG '22

- Responsible for leading a team of eight copywriters, social media strategists, designers, photographers, and videographers to develop the most successful recruitment campaign to date, resulting in 77 new applicants and a new platform for the agency.
- Conceptualized innovative content ideas and plans using high-level social analytics for clients including Growers2Home Flowers and the University of Miami Healthcare System which resulted in increased engagement, followers and social visibility.

COMPASS REAL ESTATE

Brand + Marketing Consultant

AUG '21 - AUG '22

- Worked closely with Team Citron to develop their online presence through an SEO-optimized website with original copy, blog posts, and a social media strategy.
- Created a social media workshop for 10 agents who were unaware and hesitant to use social media, contributing to becoming Florida's top performing team.

Education

UNIVERSITY OF MIAMI | 2020-2024

B.S.C. in Advertising with minors in Art & Interactive Media

AMERICAN UNIVERSITY OF ROME | JAN-MAY 2023

STUDENT AT CANNES LIONS | 2022

Learned from impactful work, award-winning campaigns & industry professionals

Recognition

YOUNG SHITS | GOLD | 2025

OreNo, creating the only Oreo-Certified Oreo Dupe

ONE CLUB MIAMI | SILVER - FOR GOOD | 2024

It Pays to be Equal Campaign, using technology for equal pay

ONE CLUB MIAMI | BRONZE - INTEGRATED | 2024

Sunday Scaries Campaign, for Popeyes to connect with Gen Z

PRADDY Award | Rising Star in Advertising | 2023

PANELIST | BORRELL CONFERENCE | 2022