

CALEB YORK

Copywriter Extraordinaire

EDUCATION

VCU Brandcenter

Class of 2020
MS in Business/Branding
Track: Copywriting
GPA: 3.43

The College of William and Mary
Class of 2018. BA in History.

RELEVANT EXPERIENCE

Ogilvy

Copywriter (February 2022 - Present)

Brands: IKEA, Gerber, H&R Block (helped win in a pitch)

Periscope

Junior Copywriter (June 2021-February 2022)

Brands: Hefty, Dunwoody College, The Minnesota Lottery

Bandujo Advertising and Design

Junior Copywriter (June 2020 - February 2021)

Brands: The City of New York, Chase Bank, Kumon

Young and Laramore

Copywriter Intern (June 2019 - August 2019)

Brands: Paddletek, Champagne Velvet Beer, Goodwill

IRRELEVANT EXPERIENCE

Care Attendant

I was an attendant for a person with cerebral palsy. While working with him, I met a Congresswoman and a llama on the same day. This was my favorite job.

Warehouse Cleaner

My boss was an 85-year old Greek handyman named George. One day, I saw George get hit by a truck backing up. George kicked the truck, dragged the driver out, and backed the truck up properly. I aspire to be half as cool as that when I'm 85.

CONTACT DETAILS

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SKILLS

Content Marketing
Film Editing (Final Cut Pro, Adobe After Effects)
Visual Storytelling
Problem Solving
Social Media Advertising
Public Speaking
Screenwriting
Game Design

YOU SHOULD KNOW

I read a new book every two weeks, no matter how busy I am.

I like to do stand up comedy in my spare time when the world isn't plagued by a pandemic .

I'm an Eagle Scout.

I write an ongoing comic book series called Bouncy Ball Man.

AWARDS

D&AD New Blood Wood Pencil 2021

Young Shits: Professional Category Apr-May 2023

One Minute Briefs Winner (3x)

- August 8, 2023
- October 11, 2022
- July 1, 2021

Screencraft Comedy Quarterfinalist

- Screenplay contest for my script "Pink Shirts"

Grove Film Festival Selection

- My script "Pink Shirts" was selected

Class Clown - Hermitage High School 2014