


JACLYN SORIA

CONTACT

 305-409-6716

 jaclyn.soria8@gmail.com

 New York, NY

 jaclynsoria.com

EDUCATION

Florida International University

2020 - 2022

M.S. in Mass Communications

Miami Ad School

2020 - 2022

Copywriting Portfolio Program

Southern Methodist University

2016 - 2020

B.A. in Journalism

Minors in Spanish & Advertising

HONORS

Muse Creative Awards 2022

Silver, Co- by Bose

ADDY Awards 2022

Bronze, Había Una Vez

SKILLS

AP Style

Copywriting

Copy Editing

Microsoft Office

Adobe Premiere Pro

Adobe Creative Suite

WORK EXPERIENCE

COPYWRITER

DROGA5

May 2022 - Present

Chase For Business

- Selected business owners to feature in docu-style films
- Created compelling scripts using on-site interviews
- Oversaw the editing process to construct dynamic cuts

Chase Sapphire

- Produced multi-media assets for paid social placements
- Crafted social-first copy with a fresh tone of voice
- Casted voiceover talent and led official VO recordings

Accenture

- Executed a television spot from concept to production
- Wrote the tagline used across brand campaign assets
- Pitched ambitious activation ideas promoting change

LinkedIn

- Won the business together with other creative teams

JOURNALIST

The Hunt Institute for Engineering & Humanity

February 2019 - May 2020

- Managed a bespoke blog featuring projects and leaders
- Implemented a new strategy across social platforms
- Held weekly communications team meetings

BRAND MANAGEMENT INTERN

Moroch Partners

June 2019 - August 2019

- Published copy for paid media and email campaigns
- Updated content calendars daily
- Coordinated status calls across departments