

Becca Hawk

is a holistically creative, interaction-driven copywriter for advertising seeking employment in The Bay.

Education

University of Central Arkansas
Conway, AR
MFA in Creative Writing
2013 - 2016

Hope College
Holland, MI
BA in Art Education
Creative Writing & Art History minors
2009 - 2013

Vienna Summer School
Vienna, Austria
Art & Architecture
May 2011

Less Relevant Experience

Transcriptionist **Fairly Painless Advertising**
Freelance Designer **UCA First-year Writing**
Editorial Assistant **Toad Suck Review**
Section Editor & Columnist **The Anchor**

President, Rush Chair, PR Chair, Secretary,

Web Manager, Design Chair **Sigma Iota Beta**

Sales & Attractions **Pirate's Cove Adventure Park**

Hobbies

Street fashion (my closet is far too small)

Pinterest (my personal bedtime story)

Mixology (making punch too strong)

Style, fitness, and social technology

Amateur running and yoga

Hipster BBQ Pandora station

Interested?

231.631.0194 // iambeccahawk@gmail.com
portfolio: beccahawk.com

Relevant Experience

Associate Copywriter Stone Ward Advertising

05/15 – now
Concepted and wrote integrated campaigns for eVersity, Lee's Famous Recipe Chicken, Baptist Health, Dixie Cafe, Guyana Telephone, Monde Group, Electric Cooperatives of Arkansas, among others.
Presented for and won Vent Blotique, for which I became the creative lead.

Freelance Copywriter Stone Ward Advertising

03/15 – 05/15
Tried to impress my future creative team and it worked (see above).

Graduate Teaching Assistant U. of Central Arkansas

08/14 – 05/15
Taught two sections of Introduction to College Writing
Delivered personalized curriculum on class website

Freelance Copywriter Lawson & Co

10/14
Crafted story for Arkansas Food Bank's 50th anniversary photo book

Graduate Assistant Office of Sponsored Programs

08/13 – 10/14
Wrote, proofread, & edited proposals
Conducted grant searches on databases
Designed publicity materials

Public Relations Intern Hope College Public Relations

01/13 – 05/13
Interviewed prominent faculty, students, & alumni
Synthesized notes into editorial profiles for course catalog

Gallery Associate Good Goods American Craft Gallery

05/12 – 08/13
Delivered information to customers on 100+ artists
Administered SEO and web updates
Photographed products for social media presence

Student Blogger Hope College Admissions

08/11 – 05/13
Blogged weekly about experiences for prospectives
Required diligent presence on social media

All-purpose Intern Ambrose

08/10 – 05/12
Blogged, collaborated, photographed, & taught for community art and screenprinting start-up