

Becca Hawk

is a copywriter and creative mind always looking to work hard and play a little too.

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

Content Manager & Creator **Non Basic Blonde**
Transcriptionist **Fairly Painless Advertising**
Freelance Designer **UCA First-year Writing**
Editorial Assistant **Toad Suck Review**
Student Blogger **Hope College Admissions**
Section Editor & Columnist **The Anchor**
Public Relations Intern **Hope College PR**
Gallery Associate **Good Goods**
Attractions **Pirate's Cove Adventure Park**

Interests

Street fashion (my closet is far too small)
Mixology (making punch too strong)
Training for my next half-marathon (I did it once)
Amateur running, yoga, & camping
Home decor & brown thumb gardening
The Hipster BBQ Pandora station

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Portfolio: beccahawk.com

Relevant Experience

04/17 – Present **Senior Copywriter Firewood.**
Lead copy for Google Play account
Serve Google Payments as an embedded resource for product and promotional digital and UI copy
Concept and pitch integrated direct mail campaigns for new business opportunities
Lead social strategy for internal brand (doing it for the 'gram)

03/16 – 04/17 **Copywriter Firewood.**
Drove brand voice, creative strategy, and execution on digital communications for a myriad of Google products, including Search, Android Pay, Cloud Platform, Cloud Partners, Marketing Solutions, Diversity @ Google, Play, and Daydream
Built smaller accounts (LinkedIn, Airbnb, and Android Pay) into their own teams
Collaborated with designers and stakeholders to produce high-quality work on tight timelines

05/15 – 03/16 **Associate Copywriter Stone Ward Advertising**
Concepted and executed integrated campaigns for eVersity, Lee's Famous Recipe Chicken, Baptist Health, Dixie Cafe, Guyana Telephone, Monde Group, Electric Cooperatives of Arkansas, among others
Specialized in brand identity and broadcast work, including social video, radio, and brand TV spots

10/14 – 05/15 **Freelance Copywriter Stone Ward Advertising**
Pitched and won Vent Blotique business (and got to fly in a private jet for the first time)

Lawson & Co Crafted story for Arkansas Food Bank's 50th anniversary photo book

08/14 – 05/15 **Graduate Teaching Assistant U. of Central Arkansas**
Taught two sections of Introduction to College Writing
Delivered personalized curriculum on class website

08/13 – 10/14 **Graduate Assistant UCA Office of Sponsored Programs**
Wrote, proofread, & edited proposals
Conducted grant searches on databases
Designed publicity materials