



SAVANNAH HARPER

SENIOR COPYWRITER

4230 McKinney Ave #101 | Dallas, TX 75205

972 921 8443 | savannahrachelharper@gmail.com | savannahrharper.com

EXPERIENCE

TPN

Dallas, TX

Senior Copywriter

August 2018 – Present

Copywriting and concepting for Bank of America.

We Are Alexander

Plano, TX

Senior Copywriter

December 2017 – August 2018

Copywriting and concepting for Dr Pepper Snapple, Hilton Hotels, and Live To Give.

The Integer Group

Dallas, TX

Senior Copywriter

October 2015 – December 2017

Copywriter

August 2013 – October 2015

Copywriting and concepting for Purina, DFW Airport, ExxonMobil, The Illinois Lottery, Dr. Oetker, Deoleo, Gallo, See's Candies, Sur La Table, FedEx Office, AT&T, internal projects, and new business pitches.

The Marketing Arm

Dallas, TX

Junior Copywriter

January 2012 – August 2013

Copywriting and concepting for Dannon, Frito-Lay, Walmart Race Time, Hypnotic Donuts, Quaker, internal projects, and new business pitches.

EDUCATION

The University of North Texas

Denton, TX

Master of Journalism

August 2013

Summa Cum Laude
Honors Graduate

Bachelor of Arts Strategic Communication

December 2011

Minor in Marketing
Summa Cum Laude
Most Outstanding Graduate

EXPERTISE

Print

Digital

Social

Retail

Outdoor

Video

Radio

AWARDS

Silver Telly

2021

Bronze Telly

2020

Gold MarCom

2020

Gold MarCom

2019

Silver ADDY

2018

Bronze ADDY

2018

Silver ADDY

2016

Zelle LTP

Bank of America

Branded Craft-Use of Graphics

MLB Opening Day

Bank of America

Non-Broadcast Craft-3D Graphics

Zelle LTP

Bank of America

Digital Video Creation – Animation

Atlanta Exterior Takeover

Bank of America

Print Media – Banner/Sign

2017 Holiday Posters

DFW Airport

Out-Of-Home & Ambient Media

2017 Summer Installations

DFW Airport

Out-Of-Home & Ambient Media

2015 Healthy Fruit Stand

DFW Airport

Out-Of-Home & Ambient Media

REFERENCES

Molly McLaren

VP Group Creative Director

214 335 8474 | mollymcdav@me.com

Adrienne Edwards

Senior Art Director

910 232 4980 | adriennecedwards@gmail.com

Linsey Parks

Creative Director

214 641 2441 | linsey_parks@yahoo.com