

# Rheya Worthington

Copywriter

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📍 Columbia, MO

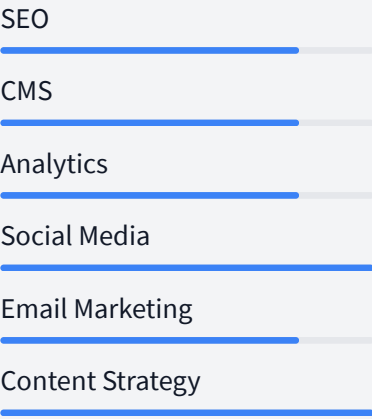
## EDUCATION

**Associate of Arts in Creative Writing at St. Louis Community College**  
Apr 2019 - May 2023  
Relevant Coursework: Introduction to Creative Writing, Poetry Workshop, Fiction Writing, Literary Analysis, Scriptwriting, and Contemporary Literature.

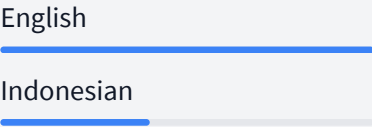
## LINKS

[linkedin.com/in/rheyaworthington](https://www.linkedin.com/in/rheyaworthington)

## SKILLS



## LANGUAGES



## HOBBIES

Painting  
Photography  
Cooking

## PROFILE

Dynamic copywriter with two years of experience, driven by curiosity and a passion for storytelling. Skilled at crafting engaging content across various platforms. Continuously seeks to expand expertise and embrace new challenges to enhance brand narratives and connect with audiences.

## EMPLOYMENT HISTORY

- Junior Copywriter at Ogilvy, MO**  
Mar 2025 - Present
  - Crafted engaging social media content for three major campaigns, boosting audience engagement by 27% over six months.
  - Collaborated with senior writers to develop a series of blog posts that increased website traffic by 13%, enhancing brand visibility.
  - Assisted in the creation and editing of persuasive ad copy that contributed to a 15% rise in client conversion rates.
  - Participated in brainstorming sessions, contributing innovative ideas that were implemented in two successful product launches.
  - Conducted market research to refine messaging strategies, resulting in improved targeting accuracy and increased campaign effectiveness.
- Copywriting Intern at BBDO, MO**  
Feb 2023 - Feb 2025
  - Crafted persuasive copy for three major campaigns, boosting client engagement by 18% within two months.
  - Collaborated with a team of five to brainstorm innovative content strategies, resulting in a 25% increase in social media interactions.
  - Analyzed competitor ads and market trends to refine messaging techniques, enhancing campaign effectiveness by 15%.
  - Developed and pitched creative concepts to senior copywriters, receiving positive feedback and contributing ideas to two successful projects.

## CERTIFICATES

**Copywriting Mastery Certification**  
Nov 2023  
**Content Marketing Certification**  
Jun 2022

## MEMBERSHIPS

**American Writers & Artists Institute**  
**Professional Writers Association**