

liz roper

copywriter

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720-280-8340

lizroper.com/

education

Denver Ad School

Oct 2022 - Jan 2024

Copywriting Program

University of Colorado Boulder

Aug 2014 - May 2019

College of Media Communication & Information

Major: Strategic Communication - Advertising

Minor: Journalism

achievements

-2019 Finalist for the One Show, "Young Ones" advertising campaign for Kraft

-Published writer for the CU Independent (Music & Entertainment section)

-Chorus singer for Titanic, The Revival on Broadway

-2014 essay winner of Longmont Rotary Compassion Award

references

Peter Knierim

pknierim@mac.com

Instructor at Denver Ad School

Victoria Probert

vsprobert@gmail.com

Victoria's Secret/Conde Nast

work experience

Smart Systems Technologies - Tempe, AZ

Sales Consultant - Jul 2020 - Jun 2022

-Build customer relationships while bolstering company business

-Top sales associate for 2022 low voltage sales

-Guided mature customer base in navigating video calls

-Coined title as the office "hiker" from Colorado roots

Savvy Boutique - Boulder, CO

Retail Sales Manager - Mar 2019 - Jun 2020

-Training new employees on all store procedures, including inventory and product education

-Make recommendations based off customer's personal style and needs

-Open and close the store through organization and reviewing daily sales (only set off alarm once)

Joybees Footwear - Remote

Freelance Copywriter - Dec 2019 - Jan 2020

-Write catchy product descriptions for the launch of the brand's online store as well as product catalogue

-Familiarize through category research of brand's unique selling points

Fortnight Collective - Boulder, CO

Copywriting/Creative Intern - Fall 2018

-Social media scheduling and curating for the agency's online presence

-Sit in on office meetings and give input towards creative work and direction (begged CDs to view my work)

-Participated in HACK for GoMacro client