

JARED FERNANDES
Senior Copywriter

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EXPERIENCE

CSE/You Are Here (Cooper Holdings), Sr. Copywriter – *Atlanta, GA 2017–Present*

Freelance Copywriting/Production – *Atlanta, GA 2014–2017*

VML

Van Winkle + Associates

The Partnership

The Ben Garrett Group

Venture IAB/Talent Branded Ent., Commercial Talent Agent – *Los Angeles, CA 2012–2014*

The Coca-Cola Company / Coke, Diet Coke, Orange Vanilla, Costa Coffee, Honest, etc.

Ideated and executed digital, social and experiential campaigns including website refreshes, social campaigns and sampling tours.

Southern Company

Supported the brand's golf sponsorship including TV and print for the Payne Stewart Award, national TV spots for sponsored golfers and the brand's golf website.

Cricket Wireless

Wrote, ideated and executed campaigns for Authorized Retailers, brand sponsorships including WWE, Live Nation and the Color Run, and testimonial videos in three cities.

Major League Rugby / RugbyATL

Helped launch Atlanta's first professional rugby team, which included identity, web and social media.

Alabama Power

Ideated and executed an annual sports and community sponsorship campaign including print, digital and social.

EDUCATION

Copywriting

THE CREATIVE CIRCUS

Atlanta, GA

2016

Bachelor of Arts in Psychology

RUTGERS UNIVERSITY

New Brunswick, NJ

2010