

# Hawley Martin

WRITER / ACD

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## EXPERIENCE

### **Laundry Service | Portland, Ore. | June 2021 – present**

*Senior Copywriter*

- Working to connect brands and people through relevant stories.
- Google Chromebook, Android, Marriott Bonvoy, Amazon Luna, AT&T, Amazon Prime, new business.

### **Freelance | Portland, Ore. | Mar. 2020 – present**

*Writer / ACD*

- Leading campaigns, producing social content, writing copy for digital ads. Sometimes all at once.
- Agencies: Harbor PDX, Hovercraft Studio, Cinco Design, Nemo Design, OLIVER Agency.
- Brands: The North Face, Smith Optics, Aspen Snowmass, Vail Resorts, SRAM, RockShox, Ikon Pass, adidas, Pair of Thieves, Ural Motorcycles, Treehouse Originals.

### **adidas | Portland, Ore. | Oct. 2020 – June 2021**

*Senior Creative*

- Developed creative toolkits (art direction and copy guidelines) for monthly product drops.
- Wrote enough website mastheads, app cards and emails to fill a small, underfunded library.
- \* Worked for adidas in-house agency, OLIVER.

### **AKQA | Portland, Ore. | Jan. 2018 – Mar. 2020**

*Copywriter*

- At AKQA I learned to identify intentional ideas that build brands, from cool advertising ideas.
- NRG Energy, Nike.

### **Big Communications | Birmingham, Ala. | Sept. 2015 – Dec. 2017**

*Junior Copywriter*

- At Big I was empowered to explore my voice, experiment and fail under the mentorship of kind and talented people.
- Valvoline, Dread River Distilling Co., TNT Fireworks, Sidewalk Film Festival and other local brands.

## EDUCATION

### **Miami Ad School | Miami, Fla. | June 2015**

*Copywriting*

### **University of Mississippi | Oxford, Miss. | May 2014**

*Bachelor of Arts, History*