

LUCY BOWERS

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Profile	<p>Content creator experienced in copywriting, photography, video production and recipe development. Creativity-oriented with an eye for design, knack for Adobe Creative Cloud and passion for creative and corporate writing. Experience in working under deadlines, with groups of people and adapting under pressure. Coachable, good listener, celebrates others, enjoys running, baking and finding the fun in life.</p>
Experience	<p>Content Creator + Copywriter, Wonderkind Co.; Austin, TX — July 2022-Present Content Creator, Wonderkind Co.; Austin, TX — August 2021-Present Wonderkind Co. is an Austin-based creative agency working with food and beverage brands on social media marketing, photography and design. My responsibilities include: creating Instagram reels for 15+ clients a month, mapping out monthly content in collaboration with my team, developing and executing recipes utilizing brand products, writing Instagram captions, package copy, web copy and newsletters for brands.</p> <p>Baker, Howdy Baked Goods; Austin, TX — August 2021-February 2022 Howdy Baked Goods is a local better-for-you cookie delivery business. I clocked 6 hours per week in a commercial kitchen, baking and packaging 12 dozen cookies.</p> <p>Social Media Manager, Pine Cove Camps - Outback; Remote — August 2018-May 2020 Pine Cove is a Christian summer camp dedicated to the mission of providing a safe, fun and Christ-centered camp experience for campers aged 6-18. As Social Media Manager of the Outback account, I posted three times weekly on Instagram, Facebook and Twitter – executing everything from photo editing to copywriting.</p> <p>Head Media, Pine Cove Camps; Columbus, TX — May 2019-August 2019 As Head Media at Pine Cove, I directed a team of 6 in all content creation, including photography and videography. Weekly responsibilities included approving assets, leadership team meetings, camp safety checks, and media trainings.</p>
Education	<p>Baylor University; Waco, TX – Journalism, 2021</p>
Skills	<p>Social Media Marketing, Adobe Creative Suite, Google Suite, Photography, Videography, Copywriting, Recipe Development, Instagram, Facebook, Twitter, TikTok, Planoly, Trello, Klaviyo, Mailchimp</p>
References	<p>Kelli Cothran, Senior Product & Account Manager, SXSW.; kelli@sxsw.com As Project Manager, Kelli oversaw my content production, copywriting and work ethic. We work closely together on the marketing team.</p>