

Kelly Cabaniss

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EDUCATION

VCU Brandcenter
M.S. Business, Copywriting
2015-2017

Virginia Commonwealth University
B.S. Mass Communications
Minor in Business
2012-2014

The University of Texas at Austin
2010-2011

SKILLS

Campaign Concepting
Copywriting
Creative Direction
Brand Identity
Brand Strategy
Social Copywriting
Social Strategy
DTC Web Campaigns

EXPERIENCE

TOMBRAS

Associate Creative Director, Copy
2022-present

Senior Copywriter
2021-2022

YETI

Senior Copywriter
2020-2021

PREACHER

Copywriter
2019-2020

TERRI & SANDY

Copywriter
2017-2018

CP+B

Creative Intern, 2017

DDB NY

Creative Intern, 2016