

# Travis M. Rafi

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## Objective:

Strategic-minded, social media savvy copywriter seeks a career opportunity in a fast paced, high volume environment where excellence in communication, personal accountability and unlimited professional growth are core values.

## Education:

Bachelor of Arts, Integrated Marketing Communication – Cum Laude – Columbia College Chicago, 2010

## Applicable Skills:

- Strong writer with the ability to adapt voices and writing style at will
- Adept in back-end Pay-Per-Click social media advertising and Google Adwords campaign creation, analytics and optimization management
- Skilled in: Adobe Creative Suite (Photoshop, Illustrator, InDesign, Dreamweaver, etc.); Microsoft Office Suite (Word, Excel, PowerPoint)

## Work Experience:

### Wilburn Thomas

#### Copywriter

**Evanston, IL**

March 2011 – July 2011

- Wrote web copy for multiple websites (Officeheads.com, FEWSpirits.com, ChicagoAreaPeds.com)
- Assisted in brand creation (FEW Spirits)
- Wrote Twitter, Facebook, Blog posts for agency and agency's clients
- Assistant copywriter on charity-based promotion materials for HomeMade Pizza Company

### Respiratory Health Association of Metropolitan Chicago

#### Copywriter

**Chicago, IL**

Sept 2009 – May 2010

- Wrote multi-award winning :30 TV spot, "The Perfect Home," to highlight Radon Awareness Month

### USA-Strategies, Inc.

#### Marketing Assistant

**Willowbrook, IL**

Sept 2009 – May 2010

- Copywriter and Project Manager on USA-Strategies website overhaul; designed to update content and reflect the firm's changing business model
- Managed PPC campaigns on Facebook and Google Adwords for firm and clients at all stages of campaign life-cycle, including: Campaign creation, analytics analysis, continued keyword optimization and advertisement copywriting

## Copywriting Awards:

- 2011W<sup>3</sup> Silver Award – ChicagoAreaPeds.com
- 2011W<sup>3</sup> Gold Award in the General Website, Consumer Goods Category – FEWSpirits.com
- 2010 Communicator Award of Distinction – Client: RHAC - :30 TV Spot – "The Perfect Home"
- 2010 Silver Telly Award – Professional Low-Budget - :30 TV Spot – "The Perfect Home"
- 2010 One Club NYC Student Creative Exhibit Contributor - :30 TV Spot – "The Perfect Home"
- 2009 Bronze Telly Award – Client: Columbia College Chicago - :30 TV Spot – "Classroom Mayhem"