

LAYLA LUSBY

lay_la@att.net

<https://www.laylalusby.com/>

OBJECTIVE

To collaborate with creative teams in the advertising industry while growing as a writer and strategist. Passionate about storytelling, brand voice, and crafting copy that is fresh, memorable, and impactful. Seeking opportunities to contribute to campaigns that connect with audiences and strengthen brand identity.

EXPERIENCE

Copywriter | Freelance | Full-Service Advertising Campaigns | 2025

- Wrote compelling, brand-aligned copy across digital, print, social media, and broadcast platforms
- Interpreted client briefs and market research to shape messaging that resonated with target audiences
- Developed creative concepts and taglines tailored to each brand's identity and campaign goals
- Collaborated closely with designers, strategists, and clients to ensure cohesive storytelling and brand consistency

Marketing Lead | Inkspark Theatre Company | 2024–2025

- Designed and executed full marketing campaigns for live events and seasonal programming
- Created promotional assets including posters, digital ads, newsletters, and social copy
- Launched targeted ad campaigns using Meta Ads Manager, optimizing based on performance analytics
- Managed social media presence, increasing engagement and audience growth through strategic content

Researcher & Strategy Assistant | SWOOP Advertising Agency | 2024

- Conducted audience and competitor research to inform creative and strategic direction
- Designed and distributed consumer surveys, translating findings into actionable insights
- Drafted creative briefs and supported development of client presentations and campaign pitches
- Participated in collaborative brainstorming sessions and strategic planning meetings

Client Sales Consultant | Dine Catering Company | 2020–2022

- Met with clients to understand their vision for weddings and events, translating ideas into tailored service plans
- Promoted catering packages and upsold offerings based on client needs and budget
- Built and maintained strong client relationships through attentive communication and personalized service

SKILLS

- Creative Problem Solving
- Strategic Thinking & Leadership
- Professional & Persuasive Communication
- People-Centered Copywriting
- Adaptability & Versatility
- Audience Connection Through Storytelling
- Crafting Authentic, Relatable Brand Persona

EXTRA CURRICULARS

President's List Fall 2023 & Spring 2025

SWOOP Agency Outstanding Achievement Award

Dean's List Spring 2023 & 2024

EDUCATION

Bachelors in Advertising & Brand Strategy | UNT

2022 – 2025 | 3.6 GPA, Minor in Theatre, Cum Laude

Associates of Arts Degree | Lonestar College

2021 – 2022 | 4.7 GPA, Awarded 'Transfer Excellence'

REFERENCES AVAILABLE UPON REQUEST