

Maggi Careta

copywriter

CONTACT



www.maggicareta.com



maggicareta@gmail.com

EDUCATION

BOOK180 AD SCHOOL

Copywriting Graduate

- Best of Semester - Forward Thinking

THE UNIVERSITY OF ALABAMA

Bachelor of Arts in Advertising,
Minor in Communication Studies

- Magna Cum Laude Grad
- President's List
- Dean's List - 3x
- Academic Achievement Award

SKILLS

- Photoshop
- InDesign
- Illustrator
- XD
- Lightroom
- After Effects
- Microsoft Excel
- Canva
- Procreate
- HTML
- CSS
- Da Vinci Resolve
- Notion
- Uncannily good at claw machines
- I can whistle (self-taught at 26)

EXPERIENCE

FOUNDER/FREELANCE CREATIVE @ HIGH FRUIT

Apr 2026 - Present

I accidentally built a freelance copywriting career...

Clients: madeXus, This January, No Boring Brands, Dallas Pets Alive (volunteer)

COPYWRITER @ VML

Nov 2025 - Mar 2026

Led organic social & contributed to community response management for Pizza Hut

COPYWRITER INTERN @ LEO BURNETT

Jun 2025 - Aug 2025

Clients: Altria Group - Copenhagen, Skoal, Husky, Red Seal, On!

ASSISTANT COPYWRITER @ GSD&M

Jan 2025 - Mar 2025

Clients: Corona, Realtor.com, Nature's Own, Dave's Killer Bread, Food
Lion, Camizestrant

COPYWRITER INTERN @ TOMBRAS

Oct 2024 - Dec 2024

Clients: Pilot Flying J, Josh Cellars, Bush's Beans, Atrium Health, Captain
D's, Knoxville Utilities Board, Kellanova Club Crackers

GRAPHIC DESIGN INTERN @ CRIMSON TIDE PRODUCTIONS

May 2021 - Jul 2021

- Helped design official marketing materials for UA Athletics department

EXTRACURRICULARS

ANIMAL WELFARE VOLUNTEER @ VARIOUS ORGS

Jan 2014 - Mar 2026

• Past roles include Marketing Coordinator, Dog/Cat Foster, General Shelter,
Transport, Events Volunteer & Wildlife Clinic Volunteer

ASIANS IN ADVERTISING NEXTGEN MENTORSHIP PROGRAM

Sep 2024 - Present

- Mentee in the 2024 - 2025 NextGen Mentorship Program, mentor for the
2026 - 2027 cohort.