



# CHASELUCERO

COPYWRITER

## + CONTACT



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## EXPERIENCE

### Freelance

SapientNitro

Going thin with Uno's Pizzeria, while cooling off with Dunkin' Donuts

Sept 2014-Current

Boston, MA

*Creative Serviceman*

Boston, MA

Repped Morgenthal Frederics glasses while getting my drink on for Casa Dragones  
Got the cameras rolling as Production Coordinator for several Royal Prestige TV spots

*Arnold Worldwide*

Boston, MA

Turned on my entertainment voice for Century Link  
Went bullish for Huntington Banks and let my words set sail for Carnival Cruises

*DDB*

Chicago, IL

Followed Ronald's large footsteps as the voice for McDonald's social media

### Leo Burnett

*Copywriter Intern*

Entered into a world of Mayhem on the Allstate account

Reeled in new business with Kraft and went global for Samsung

Summer 2014

Chicago, IL

### CT Industries

*Freelance*

Got down and dirty in the rebranding for this industrial cleaning company

Hit all the nooks and crannies cleaning up this company's logo, tagline, website, etc.

Jan 2014-Apr 2014

Anaheim, CA

### BYU AdLab

*Copywriter*

Learned many tricks of the trade in this professionally-mentored, student-run agency working with Taco Bell, Dockers, Levi's, Nestlé Raisinets, Nintendo TVii, among others

Apr 2012-Apr 2014

Provo, UT

### August Lang & Husak

*Copywriter Intern*

Took my first step into the real world creating copy and art for radio, print, and TV

Got lucky and produced some of my work for print

Summer 2013

Bethesda, MD

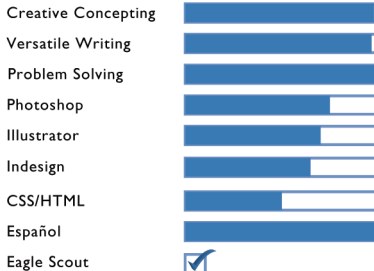
## EDUCATION

### Brigham Young University

*Bachelor of Arts in Communications: Advertising Emphasis*

- Two Gold Utah ADDYS
- BYU 2013 Half-Show Awards for:
  - Best Integrated Campaign
  - Best Digital Campaign
  - 2nd Best Print
- 2013 LaGrant Foundation Scholarship
- BYU Advertising Creative Student Scholarship
- AAF's Most Promising Minority Student Award

## SKILLS



## INTERESTS

