

Alex Niemann

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Education

Washington and Lee University
Strategic Communications

May 2017

Miami Ad School
Copywriting Portfolio Program

December 2019

Skills

- Imaginative storyteller (so my mom says, anyway)
- Like a cold beer I'm fantastic on my own, but I'm even better with others
- Excellent presentation skills
- A creative who actually shows up on time
- Amateur film producer (Adobe Premiere)
- Born in 1994 (I know how to use Microsoft)

Experience

Mediabrand Content Studios/Reprise Digital
Copywriter

May 2021 – Present

Banner ads, streaming ads, TV ads, social media ads and activations, AND a healthy dose of SEO blogs? Sounds like the perfect place for a copywriter to grow. And it is! As the only copywriter on our NY-based team, I handle everything copy that passes through our hands. Big responsibility? Yes. An excellent opportunity to experience doing it all? Better believe it.

Rawcubes
Freelance Copywriter

September 2020 – April 2021

How do humans talk? Not every tech brand seems to know. Fortunately for this data management software company, I do. I joined Rawcubes in November to help them deliver a social media campaign coupled with a website rebrand that shows prospective customers we're more than 1's and 0's.

United Entertainment Group
Copywriter Intern

February 2019 – April 2019

As an agency with a relatively small creative department, UEG allowed me to play a large role in the conception and execution of multiple campaigns. Demanding deadlines, a great diversity of briefs and a healthy amount of responsibility made this a challenging, though immensely rewarding experience.