



Hunter Normand

COPYWRITER

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HUNTERNORMAND.COM

PROFILE

Howdy! I'm Hunter. Pleased to meetcha. I need to make things worth their weight in attention, plain and simple. Through my education, I've come to think like a strategist and write like a starving comic. I love tinkering and tweaking to unlock the final piece of the paragraph and I *hate* kombucha. There's nothing more freeing than creating things that fill me with pride. So let's boogie.

EDUCATION

M.S. — Advertising and Brand Responsibility, University of Oregon 2022

B.S. — Journalism - Advertising, University of Oregon 2020

WORK

FREELANCE COPYWRITER — DEC. 2023 - PRESENT

Clients/Agencies: Opinionated; Kamp Grizzly

Projects: Dick's Sporting Goods; Golf Galaxy; [NDA: Global Athletics Brand]; [NDA: Sports Collectibles Brand]

COPYWRITER - BLVR - SAN DIEGO, CALIFORNIA — JUNE 2022 - NOV. 2023

Worked as the lead copywriter to create purpose-led brands in industries including: Liquor and Spirits, Professional Athletics, Premium Performance Goods, Apparel, Hospitality, Pet Wellness, Medical Equipment and Services, B2B Consulting, Real Estate

COPYWRITER - ALLEN HALL ADVERTISING - EUGENE, OREGON —

SEPT. 2021 - JUNE 2022

Copywriter on the Women's Basketball account for Allen Hall Advertising, the student agency on campus at UO. Created murals, commercials and out of home installations to promote the season (thanks to my talented campaign team and a full budget). Wrote scripts and copy for all deliverables. The University of Oregon Women's Basketball team had the highest home attendance in the Pac-12 and the fifth highest in the nation for the 2021-2022 season.

BRAND CONSULTANT, COPY - UNIVERSITY OF OREGON SCHOOL OF JOURNALISM AND COMMUNICATION — NOV. 2021 - JUNE 2022

Created effective messaging for the School of Journalism and Communication, faculty and administration. Wrote ads, slides, brochures and other executions to promote programs and classes. Initiated the Allen Reinvigoration Project, which helped bring back culture and community to the journalism building on campus, Allen Hall.

CREATIVE EXPERIENCES

PARK RANGER, BARTON COUNTY PARK — 2019

Gonna be honest here, this job was atrocious. Cleaning bathrooms, dealing with drunks, staining thousands of picnic tables, The Litter Loop, etc. Gave me lots of time to ponder, however. And at the very least, it lit a fire under my ass: the thought of "If you ever fail, you'll have to go back to the Park."

SKILLS ETC.

Public speaking/presenting, long-form and short-form copy, SEO, strategy, empathy, scriptwriting, adequate (but slow) Adobe CC, bravery, organization/time management, social media copy, listening, editing/proofreading, not smelling bad, media literacy, leadership, branding, memorizing obscure movie quotes, tone of voice creation, not being an asshole, positivity, living (it's harder than you think).

REFERENCES

Austin Lane, ECD, BLVR -
lane.austin@gmail.com

Dan Harrill, Sr. Art Director, prAna -
danharrill@gmail.com

Alex Morrison, Freelance Strategy Director,
formerly Arts & Letters Creative Co. -
alexzmorrison@gmail.com