

Brigham Kmetzsch

Copywriter

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Experience

Copywriter

April 2019 – April 2023

The Martin Agency

Clients: Buffalo Wild Wings, GEICO, Slingshot TV, Hanes, Ritz, Straight Talk, TIAA, Penske, Google for Creators, Santander.

Intern Copywriter

Nov 2018- May 2019

Goodby Silverstein & Partners

Clients: Cheetos, Tostitos, Xfinity, BMW, Golden State Warriors.

Intern Copywriter

May 2018 – Nov 2018

Mullen Lowe U.S. – Los Angeles

Clients: California Avocados, Burger King, Fight Gunfire with Fire, Motor Trend on Demand, Acura.

Education

BA Communications: Advertising – Copywriting

2014 - 2018

Brigham Young University

Minor Business Management

Brigham Young University

Skills

- **Copywriting:** TV, OLV, social media, activations, OOH, radio, print.
- **Ideation:** Big ideas, small ideas, smart ideas, dumb ideas.
- **Social Media Content**
- **Comedy Writing**
- **Creative Strategy**
- **Collaboration**
- **Presenting to Clients**
- **Amateur Vocalist**
- **Amateur Actor**
- **Pickleball Enthusiast**