

William Bell

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Chicago, IL

EDUCATION

University of North Texas, Denton, TX, BAAS in Advertising (2022 - 2025)

- 3.6 GPA, Dean's List, NCAA D1 Track & Field, Board of Regents Nominee, Honors Program

WORK EXPERIENCE

Copywriter Intern, FleishmanHillard, Dallas, TX (01/2025 - Present)

- Clients: EA Sports, State Farm, GoArmy, JCPenney, Elanco, Frost Bank, New Business
- Concepted and pitched PR stunts and brand acts for global brands
- Worked with ECD/Partners on new business, with one of my ideas chosen as a finalist for the client pitch

Copywriter Intern, Publicis North America, Atlanta, GA (06/2024 - 08/2024)

- Clients: Walmart, Sephora, Wheat Thins, Chips Ahoy!
- Recognized for my work on Walmart and entrusted with pitching global campaign platforms to GCDs
- Wrote copy and concepted for campaign platforms, digital, broadcast radio, social, ooh, and experiential
- Delivered 8 strategic brand activation concepts on a tight deadline

Copywriter Intern, St. Jude Children's Research Hospital/ALSAC, Memphis, TN (08/2023 - 12/2023)

- Pitched and secured approval for a fundraising event ad series
- Proofread 40+ patient stories and wrote corresponding copy across digital and print channels
- Presented advertising campaign concepts to internal creative teams
- Collaborated with creative teams on campaign deliverables

INDUSTRY RECOGNITION

- **The Crowbar Awards:** Silver (2025), Bronze (2024), Shortlist (2024)
- **Young Shits:** 2x Shortlist (2024, 2025)
- **AEF MADE Program:** Finalist (2024)

SKILLS

- **Hard Skills:** Copywriting, Advertising Campaigns, Creative Concept Ideation, Creative Strategy, Creative Writing
- **Soft Skills:** Written and Verbal Communication, Detail-Oriented, Problem Solving, Collaboration, Time Management, Curiosity
- **Languages:** English (native), Spanish (conversational)