

# Isaac Shaffer

## Copywriter

Creative copywriter and conceptual thinker with three years of experience crafting compelling campaigns that inspire, engage, and deliver results. Passionate about blending storytelling with strategy to create memorable work across digital, print, and social platforms. Skilled at collaborating within dynamic teams or independently, with a track record of managing projects from concept to execution. Thrives in fast-paced agency environments, bringing creativity, adaptability, and a fresh perspective to every brief.

### Personal Info

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**Website**  
isaacsshaffer.com

### Skills

Conceptual Thinking  
Creativity  
Copywriting  
Communication  
Teamwork and Collaboration  
Detail-Oriented  
Presentation  
Perspective Taking  
Design  
Fast Learning

### Hobbies/Interests

Music  
Movies/TV  
Baseball  
Illustrating  
Graphic Design  
Photography

### Certificates

Aug 2023  
**VMLY&R neXus**

Jun 2024  
**Google Ads**

### Work History

Jul 2023  
- present

#### Advertising Specialist

*Stage Marketing, Salt Lake City, UT*

- Lead the development of creative advertising strategies and storytelling approaches for national clients, ensuring cohesive brand narratives across platforms.
- Manage the creation of visually engaging social media graphics and dynamic ad copy tailored for Google, Meta, LinkedIn, and TikTok, driving audience engagement and brand visibility.
- Present persuasive, compelling pitches that showcase innovative campaign concepts to clients.
- Conduct audience research to craft creative strategies and compelling messages that connect with diverse demographics.
- Stay attuned to industry trends, audience behaviors, and competitive movements to craft ad copy that remains fresh and relevant, elevating both campaign effectiveness and storytelling impact.

Jun 2023  
- May 2024

#### Social Media Marketing Manager

*Vardon, Ogden, UT*

- Crafted compelling social media content for LinkedIn, TikTok, and Meta, aligning with brand voice and storytelling strategies to engage target audiences.
- Actively engaged with online communities to build meaningful connections and strengthen brand loyalty.
- Directly collaborated with the CMO to ideate and implement cohesive, multi-channel social media campaigns that drove brand awareness and creative impact.
- Directed and produced product photoshoots and video shoots, emphasizing visual storytelling to highlight product features and benefits in innovative ways.

May 2022  
- May 2023

#### Copywriter

*AdThing, Salt Lake City, UT*

- Artfully composed persuasive short-form and long-form copy for client ads, websites, socials, and news outlets, ensuring a powerful and resonant presence across various platforms.
- Strategized and implemented dynamic marketing and advertising campaigns for a broad spectrum of clients, both local and national.
- Collaborated closely with cross-functional teams to develop creative briefs, driving dynamic discussions around thematic direction, storytelling, and advertising strategies.
- Brought storytelling expertise to life through engaging content that resonated with target audiences and aligned with client objectives.

### Education

Aug 2019  
- Dec 2022

#### Marketing, Bachelor of Science

*University of Utah, Salt Lake City, UT*