

Alex Niemann

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Education

Washington and Lee University
Strategic Communications

May 2017

Miami Ad School
Copywriting Portfolio Program

December 2019

Skills

- Writing for TVC/OTT, audio, social, SEO, performance content and branded work
- AI literate (I have experience working with the machines)
- Excellent presentation skills
- Amateur film editor (Adobe Premiere)
- Helping you finesse that message you're sending (you stopped by on the way to get coffee)
- Finding the spot my cat likes to be scratched

Experience

Mediabrand Content Studio/Reprise Digital
Copywriter

May 2021 – Present

From scripting and shooting TikTok content to churning out countless performance campaigns, I've had the opportunity to truly do it all here. Any given day, I might tackle social captions, SEO and a big idea brainstorm before it's even lunchtime. I take point on the creative process for many of the projects I'm attached to, guiding copy from concept to client presentation.

Rawcubes
Freelance Copywriter

November 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

September 2019 – April 2020

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.