



ADAM HOOK

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AGENCY EXPERIENCE

Copywriter

2011-Present

Moxie Interactive | Atlanta, GA

Writer, seller, thinker for Coca-Cola, Sprite, Pennington Seed, Coke Zero

Copywriter

2010-2011

Mullen Unbound | Boston, MA

JetBlue, Panera, Olympus Cameras

Freelance Writer

2008-2011

Iconologic | Atlanta, GA

Coca-Cola, Promethean Interactive, Trinidad & Tobago, ReasonsForOptimism.com, UPS

Junior Copywriter

2009-2010

Momentum Worldwide | New York, NY

American Express, Verizon, Summit on the Summit, Stolli Vodka, Hudson Whiskey

Freelance Writer

2008-2009

Piryx.com | Austin, TX

Developed brand voice, wrote investor film, blogged for RealPolitix.com

Copywriter

2005-2006

Backcountry.com | Park City, UT

Wrote site content, blog articles, developed Dogfunk.com

RECOGNITION

Winner – 2010 Atlanta Addys

(Student) Master Lock print, Duncan Yo-yo broadcast

GOLD – CMYK Magazine

Print Campaign, #45 Duncan Yo-yo

Winner – 2009 ADC Veer Scholarship

Leadership and excellence in advertising

Featured – CMYK Magazine

Issues #43 BBQ Sauce, #45 Duncan Yo-yo

Winner – Portfolio Center Creative

Excellence

Peer-judged, 4 gold, 2 silver for integrated advertising

Finalist – 2009 Student One Show

Interactive, Long's Horseradish

EDUCATION

Portfolio Center | 2007-2009

Atlanta, GA

Graduate: Copywriting

Brigham Young University | 2000-2006

Provo, UT

Graduate: B.A. Communications