



## Adam Hook

*adamwritesgood.com*  
hook.1080@gmail.com  
404.771.2776

## Where I Wrote Stuff

### Copywriter

*Mullen Unbound | Boston, MA*  
JetBlue, Panera, Olympus Cameras

### Junior Copywriter

*Momentum Worldwide | New York, NY*  
American Express, Verizon, Summit on the Summit, Stoli  
Vodka

### Intern/Freelancer—Writer

*Iconologic | Atlanta, GA*  
Coca-Cola, Promethean Interactive, Trinidad & Tobago  
rebrand, ReasonsForOptimism.com, UPS

### Freelance Writer

*Piryx.com | Austin, TX*  
Developed brand voice, wrote investor film, blogged for  
RealPolitix.com

### Writer

*10X Marketing | Orem, UT*  
SEO-optimized content, pay-per-click campaigns

## Where I Learned Stuff

### Portfolio Center | 2007-2009

Atlanta, GA  
Graduate: Copywriting

### Brigham Young University | 2000-2006

Provo, UT  
Graduate: B.A. Communications

## Recognition and Stuff

### Winner—2010 Atlanta Addys

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

### Y 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*