



DANIEL AVINA
COPYWRITER

CONTACT

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www.danielavina.com

SKILLS

Creative Problem Solver

Public Speaking

Team Collaboration

Multitasking

Social Media Savvy

ACHIEVEMENTS

MAIP 21 + 22 Alumni

Multicultural Advertising Internship Program

AAF NSAC 2022 Runner Up

American Advertising Federation's National Student Advertising Competition

EDUCATION

University of Oregon

B.A: Advertising
2019-2022

LANGUAGES

English

Spanish

Spanglish

WORK EXPERIENCE

Eraverse | Lead Creative

Jun 22- Oct 22

- Created paid social media placements for a metaverse startup
- Collaborated with producers to bring my script to life

Spark Foundry | Intern

Jun 22- Aug 22

- Took a shot at media planning at the Adweek's 2022 U.S Media Agency of the Year. I strengthened my knowledge of the industry as a whole while gaining crucial media planning and buying skills.

Creative Change | Writer

Mar 22- Apr 22

- Created progressive political content for Progress Georgia
- First time my work has done good in the real world.

DDB Health | Copywriting Intern

Jun 21- Aug 21

- Sat in and contributed to real brainstorming "tissue" sessions
- Collaborated with an Art Director, Strategist, and an Account Manager to create social media content, webpages, and OOH placements
- Client: IXP 230 (a Parkinson's Disease drug)

Oregon Daily Emerald | Art Director

Jun 21- Aug 21

- Managed and created the design for the Green Eugene print magazine
- Lead the complete revamp of the Green Eugene website
- First time my work has been published!

Founder | Avina & Lopez Marketing

Apr 20- Mar 21

- Created paid social media placements for 11 clients.

Fuse Marketing | Zipcar Brand Ambassador

Feb 20-Mar 20

- With a smile on my face and dripped head to toe in Zipcar swag, I organized events, and created sponsored social media posts that I posted on my own account.

PACMK | Creative intern

Jun 17-Sep17

- Created paid social media content for local businesses.