

# Nina Parker

Junior Marketing  
Copywriter

## CONTACT

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Chicago, IL

## EDUCATION

### Bachelor of Arts in Communication

DePaul University | Chicago, IL – 2025

- Relevant coursework: Media Writing, Digital Marketing, Consumer Psychology

### Certifications

- Google Fundamentals of Digital Marketing | Google Digital Garage – Feb 2025
- Writing for Marketing and PR | Coursera (Northwestern University) – Sep 2024

## LANGUAGES

- Fluent in English and Spanish

## PROFESSIONAL SUMMARY

Creative and motivated junior marketing copywriter with a background in digital communications and brand storytelling. Skilled in writing social media content, ad copy, and newsletters that reflect a brand's voice and connect with the target audience. Eager to grow in a fast-paced, collaborative environment.

## EXPERIENCE

### Marketing Copywriting Intern

2025 - 2025

#### Clover & Elm Agency, Chicago, IL

- Developed Instagram and Facebook captions for local brand campaigns, contributing to a 22% increase in engagement.
- Wrote biweekly email newsletters for a sustainable beauty client with a 15,000+ subscriber base.
- Partnered with designers to test multiple ad headlines and CTAs across display campaigns.
- Edited product descriptions for a clean skincare line, aligning with refreshed tone and compliance standards.

### Marketing Assistant (Student Role)

2023 - 2024

#### DePaul University Communications Office, Chicago, IL

- Produced promotional content for campus events including open houses, panels, and fundraisers.
- Interviewed faculty and students for blog features, showcasing program success stories.
- Scheduled and managed posts on Instagram Stories and Reels using Hootsuite.
- Helped revamp outdated web pages for clarity and improved engagement.

## SKILLS

|                     |       |
|---------------------|-------|
| Social media copy   | ★★★★★ |
| Email campaigns     | ★★★★★ |
| Brand tone of voice | ★★★★★ |
| Google Docs & Canva | ★★★★★ |
| Audience research   | ★★★★★ |
| Team collaboration  | ★★★★★ |
| Attention to detail | ★★★★★ |