



# Meaghan Golden Avocato

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## EDUCATION

Master of Arts, Advertising (2011)  
The University of Texas at Austin  
Texas Creative Sequence, Portfolio I-IV

Bachelor of Arts, Communication and Drama (2009)  
Trinity University, San Antonio, TX  
Double-major graduate (cum laude)

## PROFILE

Just barely over 5'0", I'm tall enough for roller coasters and short enough for the McDonald's PlayPlace. Irish to the core, this ginger very definitely has a soul; I'm all about working hard for as long as there's work that needs doing, staying curious, seeing more, feeling bigger, and then writing about it. I still do most of my word processing with a black ink pen and paper. I love Jeff Bridges, and I'm just ridiculous enough for my last name.

## EXPERIENCE

**Copywriter, Firehouse Agency, Dallas, TX** **2011-present**  
Creating copy for print, digital, sales pieces, online environments, and the occasional birthday card. Clients include National Cheerleaders Association, Stripes Convenience Stores, Huawei cellular carrier, and Interstate Batteries.

**Copywriting Intern, TKO Advertising, Austin, TX** **2010-2011**  
Lost that pesky second space after the period. Served as TKO's primary copywriter on several accounts such as Allrecipes.com and the Santa Fe, NM CVB.

**Marketing Intern, Hewlett-Packard, Houston, TX** **Summer 2010**  
Wore way nicer pants than usual. Wrote copy for a radio spot that ran via a sponsorship with the Washington Redskins. Collaborated with HP's creative agency concerning messaging, placement, and bigger thinking.

**Marketing Intern, San Antonio Zoo, San Antonio, TX** **Summer 2008**  
Gave live marketing presentations on multiple topics several times daily. Managed 100 volunteers and their schedules. Held hissing cockroaches in 100-degree weather; bring it on.

## SKILLS

MS Office Suite	Stilt-walking
Photoshop	Tap dancing
InDesign	A capella singing
Basic HTML	Music arrangement
SEO/SEM Copy	Impressions and accents
Social media	Being woefully early

## AWARDS AND HONORS

2011 Silver Summit Creative Award, Conair Interactive Posters  
2011 Bronze Austin Addy Award, Conair Interactive Posters  
2011 Bronze Summit Creative Award, Orvis Waders Print Campaign

References are available upon request.  
Please find my portfolio of work on my website, [www.goldenavocato.com](http://www.goldenavocato.com)