

Kevin Eisenbaum

Portfolio: www.advertisenbaum.com

713-397-0857

kevineisenbaum@gmail.com

www.linkedin.com/in/keisenbaum

The Alma Mater

The University of Texas at Austin, Graduated May 2013

Major in Advertising, Texas Creative Sequence

Minor in Business Foundations, Texas McCombs School of Business

Put me on the Payroll

Aceable, Freelance Copywriter/Content Developer, November 2013 - Present

Write and develop content for the first and only mobile teen driver's education course. Includes story development, video script writing, and in-app copywriting.

Door Number 3, Freelance Copywriter, Summer 2013

Responsible for headline, tagline, and body copy development as well as proofing of all agency content. Ran and created content for agency social media pages.

Texas Student Media, Marketing Team Intern, Summer 2011

Responsible for marketing all media outlets at the University of Texas to incoming freshman. Redesigned and updated social media for Longhorn Life magazine. Worked on a team designing department t-shirts and advertisements.

Modestly Bragging

Won "Best Written" at Texas Creative, Portfolio 1 Critique
December 2012

Campaigns Class "Best Presentation" award for client pitch to Buddha's Brew, March 2013

Asked to represent Texas Creative as part of a Creative Panel for the Intro to Creativity class, April 2013

Campaigns Class "Best Presentation" award for client pitch to The Kelly Davidson Foundation, May 2013

Performed with Dexterity

Intermediate knowledge of Photoshop, Illustrator, and InDesign (expert to some copywriters)

Microsoft PowerPoint and Microsoft Word, (as should everyone these days)

Smirk-Worthy Facebook posts

Wit-filled Tweets

Avid following of 9 current TV series

Disney's Goofy Impressions

Elected me Leader

Alpha Epsilon Pi Fraternity

Brother at Large, Fall 2012 - May 2013

Planned and organized all brotherhood events for the fraternity. Acted as the liaison between the executive board and the brotherhood.

Big Brother/Little Brother Chair, Fall 2011

Responsible for designing and implementing a program that pairs incoming new members of the fraternity with current members in order to help create a successful and enjoyable transition into college life.

Rush Events Chair, Spring 2011 - Spring 2012

Organized and implemented all events to recruit new members for the fraternity.

Pledge Class President, Fall 2010

Acted as the liaison between the pledge class and the fraternity. Organized events to increase pledge class brotherhood.