

CARTER HALVORSEN

COPYWRITER

CONTACT

- 801-918-7576
- carter.halvorsen@gmail.com
- carterhalvorsen.com

SKILLS

- Copywriting
- Ideation
- Comedy Writing
- Creative Direction

EDUCATION

BA Communications/Advertising

Brigham Young University

- Honor Roll, Scholarship Student
- President of HumorU Standup Comedy
- Youth Leader
- TA and Labrat

REFERENCES

- Louie Spivak (239) 433-5347
- Chad Ford (253) 332-6323
- Jeff Sheets (801) 358-7008
- Pat Doyle (801) 362-8755
- Jeff Taylor (914) 837-2510
- Lance Bastian (801) 722-4953
- Marion Norton (801) 696-4471
- Manoel Amorim (435) 729-0995

EXTRAS

- Andy Shortlist
- TELLY Gold and Silver
- Student Emmy
- One Show Pencil
- ADC Gold
- Eagle Scout

PROFILE

I'm an award winning copywriter with professional experience in the realm of creative advertising as a Copywriter. I was a star student (nerd) who graduated from the BYU Adlab. I won some awards, ran a standup comedy club, got a job out in New York, and a fourth really hireable thing here. I really enjoy playing DnD with my friends and spending my time writing. I believe I can help you get cool ideas made as that's my goal as .

WORK EXPERIENCE

Copywriter

Tombras, NY 2023-Present

- Concepted ad campaigns, activations, and social for brands including Zaxby's, Sunchips, Archer, PODS, RXBAR, Nutrigrain, Club, and many more
- Wrote scripts for TV, Social, OOH headlines, and other copy that garnered revenue driving press for brands.
- Provided a significant improvement to the work environment with my winning personality. Gossiped a minimal amount.

Labrat ACD and Copywriter

BYU Adlab 2020-2023

- Senior Copywriter on all client projects for the Adlab.
- Pitched campaigns and concepts to real clients
- Wrote copy for most of the Sundance promotional materials including the radio spot.
- Got to name the elite group of creatives that were selected as "Labrats" to make the lab function.

TA and Senior Creative for Intro to Advertising Class

BYU Advertising Program 2022-2023

- Served as an associate creative director for incoming class of juniors, counseling them on ad campaigns and providing direction for how to improve ideation and execution.
- Taught and inspired Junior creatives through "Starter's with Carter" and other insights to help them on their creative journey
- Provided feedback to help push the creative problem-solving of the Juniors and influenced the curriculum to do the same.

Humor U President

Standup Comedy Club at BYU 2020-2023

- Taught comedy theory, wrote and performed standup comedy including paid gigs
- Wrote weekly newsletters with comedy writing advice, tips, quotes, helps, etc.
- Managed and administered over the club to organize weekly meetings, run auditions, cast monthly shows, and MC.
- Successfully resurrected the club from 3 members back to 85.