





OWEN LYNCH

CONTACT

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EDUCATION

Skidmore College
Saratoga Springs, NY, 2020
BA Sociology
Business & Film Studies Minors

Montserrat College of Art
Beverly, MA
Italy Program 2014
Travel Writing &
Art History Courses

Winchester High School
Winchester, MA

INTERESTS

Advertising
Music Production
Art Direction

CREATIVE SKILLS

Written and oral communications
Brand strategy
Creative problem solving
Content Strategy
Microsoft Word
Google Suite
Microsoft Teams
Adobe Photoshop
SEO best practices
Logic Pro
Audio engineering
and music production
Serato DJ

OTHER SKILLS

Drone piloting
Penmanship

SUMMARY

Creative thinker, copywriter, unlicensed drone pilot, hobbyist music producer, and bedroom DJ. Currently a copywriter working in-house at Avid Technology, writing for all of Avid's major software and hardware businesses. Aspiring to become a lead copywriter, creative director, and writer/creator of a Super Bowl commercial.

WORK EXPERIENCE

Avid Technology, Burlington MA

COPYWRITER / January 2021 - Present

Writing copy and consulting on creative projects for every part of the organization, including hardware and software products for audio, video, and broadcast production, as well as corporate branding.

On a regular basis, I'll write copy for paid and organic social media, webpages, print media, newsletters, email campaigns, and more. I also serve unofficially as an in-house creative person, frequently getting asked to help in product naming, video scripting, content strategy, trade show signage, beta testing, and other small projects requiring outside-the-box thinking.

898 Marketing, Youngstown, Ohio

 AD AGENCY INTERN / June 2020 - December 2020

Duties included managing the social media presence — including concept and design — for several clients. Internship was renewed and included more responsibility through 2020.

MullenLowe Mediahub, Boston

AD AGENCY INTERN / Summer 2019

Duties included researching social media trends and opportunities for clients (Chipotle, Royal Caribbean) and conceptualizing social media strategies for the agency's social media presence.

Brand Content, Boston

AD AGENCY INTERN / Summer 2018

Duties included graphic design and strategy work on various projects.

MMB, Boston

AD AGENCY INTERN / Summer 2016

Duties included research for several accounts, including Toyota Dealers, attendance at several radio production sessions, and gathering info on competitors of MMB accounts.

PROFESSIONAL DEVELOPMENT

AD CLUB CREATIVE CONCEPTS COURSES / Spring and Fall 2022

COMMUNITY SERVICE

Humanitarian Aid Worker

Spring 2015: Rebuilding homes in New Orleans after Hurricane Katrina.

Spring 2016: Rebuilding homes in rural West Virginia.

REFERENCES

Kris Fong, Senior Copywriter, AVID Technology krismfong@gmail.com
Guy Mastrion, Founder, Brandforming & Vocal Pictures gmastrio@skidmore.edu
Steven Van Vechten steven.vanvechten@gmail.com