

marian hawit rosмо

CONTACT

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EDUCATION

Savannah College of Art and Design | Summa Cum Laude | 2024

BFA Advertising and Branding, Copywriting Concentration

BFA Business of Beauty and Fragrance

EXPERIENCE

The Community - Publicis Groupe

Junior Copywriter - September 2024 - present

- Craft dynamic, high-impact copy that captivates audiences with fresh perspectives and evocative language, collaborating closely with Creative Directors, Art Directors, and Strategists to ensure seamless alignment with campaign goals.
- Research, conceptualize, write, proofread, and edit ad and media content, tailoring tone, style, and structure to fit brand guidelines and campaign goals.
- Collaborate with cross-functional teams to create compelling content, iterating on feedback to ensure messaging resonates with target audiences.

GroupeConnect x Bank of America

Associate Copywriter Intern - June - August 2024

- Developed a groundbreaking capstone project for Bank of America's sports partnership, uncovering key Gen Z insights through in-depth research.
- Collaborated with cross-functional teams to ensure seamless campaign execution, crafting compelling headlines, subcopy, and scripts for radio, podcast, and TV.
- Presented the final campaign concept to Bank of America, effectively conveying the creative strategy and vision.

Project Synergy - Arts and culture digital magazine

Head of Editorial, Columnist & Contributor - January 2021 - Present

- Led editorial oversight, producing and curating monthly content for Muse and Instagram, building an engaged community.
- Wrote twelve columns for "Love, Marian," Project Synergy's debut series, establishing a compelling voice.
- Contributed a widely-read article, "Childhood Dreams & Surrealism," for Issue I: Origins, reaching 900 readers.

The Estée Lauder Companies - MAC Cosmetics

Creative Intern - June 2022 - August 2022

- Crafted persuasive copy and promotional art for in-store assets, boosting brand visibility and customer engagement.
- Wrote compelling copy for 360 New Product Launches and created brand toolkits for successful market introductions.
- Presented creative work at Creative Status meetings, effectively communicating strategies to MAC's Creative Director.

SKILLS

English - fluent

Spanish - native

Adobe Creative Cloud

Microsoft Office

CERTIFICATIONS

SCADamp Certificate of Completion

2023 | Savannah, Georgia

Dale Carnegie Leadership & Public Speaking

2015 | San Pedro Sula, Honduras

AWARDS

Kodak - Life in Film

Gold American Advertising Award (ADDY)

2024 | Augusta, Georgia

Levi's - Just For Me Campaign

Silver American Advertising Award (ADDY)

2023 | Augusta, Georgia

Levi's - Just For Me Campaign

Gold SCADDY

SCAD | 2023 | Savannah, Georgia

FEATURED PUBLICATIONS

["Meet the Woman Behind Your Favorite TikTok Filters"](#) Interviewed Grace Choi for Refinery29.

["Love, Marian"](#) Project Synergy's first-ever recurring column.

["Hellin Kay's Art-Filled Life"](#) Interview for Project Synergy.

["If I Had to Choose Just One Makeup Item..."](#) Article for SCAD's The Manor.

["The Ocean in Art, Literature, and Poetry"](#) Article for All Sports Magazine.

["Childhood Dreams and Surrealism"](#) Essay for Project Synergy.