

CALEB COUTURIE

Senior Copywriter +
Creative Lead

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HI

I'll be brief.

I love making creative work.
I love being strategic.
I love solving problems.
I love working with smart people.

I hate prioritizing work > life.
I hate creative ego.
I hate talking about myself :)

"SKILLS"

- Concepts 
- Writing 
- Strategy 
- Collaboration 
- Presentation 
- Moodboards 
- Leadership 

ACTUAL SKILLS

- Love of Whales 
- Dance Moves 
- Cooking 
- Zillow-ing 
- Sportz Talk 
- Tattoo Ideas 
- Thrifting 
- Back Pain 
- Coordination 
- Weird lists 

~EXPERIENCE~

Salesforce
2022-Present

Senior Copywriter

- Concept global campaigns
- Partner with product marketers
- Collaborate with additional creative teams
- Other buzz words!

The Inturnship
2020-Present

Creative Lead

- Manage client-facing accounts
- Run internal social creative
- Mentor and manage interns
- Educate and empower future creatives

Freelance Life
2020-Present

Senior Copywriter

- Campaign development with agencies
- Branding with design studios
- Client-facing presentations
- Pitch sprints, long nights :)

Author Life
2021-Present?

Published Author, lol

- Wrote "A Cookbook for Millennials"
- Someone liked it enough to publish it
- Available in Barnes & Noble, 8K copies sold
- Second book done, wanna publish it?

Salesforce
2020-2022

Copywriter

- Wrote compelling copy
- Pushed brand voice
- Owned activations
- Learned what Salesforce is/does

180LA
2018-2020

Junior Copywriter

- Brought ideas, mostly to get killed
- Got some stuff made
- Learned. A lot.
- Saw the true power of elite creativity

EDUCATION

University of Oregon
2014-2017

B.A. in Advertising

Learned everything I knew.
Later, learned I knew nothing.

