

Diana Gong

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EDUCATION

The University of Texas at Austin

BS Advertising + Texas Creative Sequence
May 2020

EXPERIENCE

Copywriter / Texas Creative

January 2019- Present
After being accepted, I worked both solo and in collaboration with copywriters and art directors to concept and execute campaigns while balancing a full schedule. We received weekly in-class critiques and a formal critique by judges at the end of each semester.

The One Club Creative Bootcamp

March 2019
Hosted by Leo Burnett. Teams had 4 days to execute a campaign for one of Leo Burnett's real clients and present their decks to a panel of judges.

SKILLS

Final Cut Pro | Photoshop | Illustrator | InDesign | Lightroom | Google Suite |
Microsoft Word, Excel, PowerPoint | Photography | Creative Writing | Styling

ACHIEVEMENTS

First Place- The One Club Creative Bootcamp Chicago

March 2019

ADDYs Silver Award- Austin AdFed Consumer Campaigns Category

February 2020

BONUS

Fluent in Mandarin
Upcycling and DIY-ing thrifted clothing
Sarcasm