

ELLA BARTOSIK

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EXPERIENCE

Razorfish | Copywriting Intern

JUNE 2026 – JULY 2026

- Wrote scripts and paid social copy for the launch of Aquaphor's new Hydrating Daily Lotion and Cream
- Developed headlines and paid social copy for INFINITI's QX80 competitive "Switch Up" campaign and multiple quick-turn print projects
- Helped name and position a new line of INFINITI adventure and outdoor vehicles
- Developed and pitched an experiential football lounge concept for INFINITI that was selected by the client
- Supported INFINITI production and pre-production, writing music briefs and directing voiceover
- Concepted and pitched a new Whataburger limited-time offer that was selected for development; wrote social copy for the campaign

Clean Advertising & Design | Copywriting Intern

SEPT 2025 – MAY 2026

- Developed paid social copy and contributed to campaign ideation and tagline development for a Chapel Hill tourism campaign
- Developed headlines, paid social copy, and website copy for the North Carolina Healthcare Association
- Wrote TV scripts for Levitate.ai, contributing to content that generated 3M+ YouTube views
- Developed OOH headlines and paid social copy for an awareness campaign for the NC ABC Commission

Goodby Silverstein & Partners | Copywriting Academy Intern

JUNE 2025 – JULY 2025

- Gained exposure to GS&P's full production pipeline, from strategic development and ideation to execution, while receiving mentorship from senior agency leaders
- Strengthened skills in brand storytelling, creative strategy, consumer behavior analysis, and collaborative problem-solving in a fast-paced agency environment

Yansy Media | Project Management Intern

FEB 2025 – MAY 2025

- Oversaw PR and marketing-related projects from initiation to completion
- Collaborated cross-functionally with internal teams, clients, and external agencies
- Built and maintained relationships with media, influencers, and key industry stakeholders

1893 Brand Studio | Account Manager

AUG 2024 – MAY 2025

- Generated new client leads and business opportunities for The Daily Tar Heel and 1893 Brand Studio
- Managed relationships with 3+ clients, promoting consistent and timely communications
- Distributed client tasks to internal employees, ensuring all project requirements were met and KPIs are reported to clients

1893 Brand Studio | Copywriter

JAN 2024 – MAY 2024

- Worked on sponsored content, email marketing, content marketing, and copywriting for 7+ clients
- Published author in Edge: [Carolina Educational Review](#)

EDUCATION

The University of North Carolina at Chapel Hill

EXPECTED GRADUATION: DEC 2026

UNC Hussman School of Media and Journalism

B.A. in Media and Journalism with a concentration in Advertising and Public Relations

COMMUNITY INVOLVEMENT

UNC Habitat for Humanity, Chapel Hill, North Carolina

AUG 2023 – MAY 2025

- Social Media Manager (Aug. 2024 - May 2025)
- Business and Outreach Executive (Aug. 2023 - May 2024)

AWARDS

[Breaking and Entering Best in Show Blue Crowbar](#) | 2025

Young Shits Runner-up | Summer 2025