

CLAUDIA BUTLER

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Experience

VML

Senior Copywriter (2022-Present), Copywriter (2020-2022), Associate Copywriter (2018-2020)

- Pushed beyond convention and expectation to concept and execute top-performing, award-winning creative across digital, social, web, video, radio, events, smart devices, and more
- Tapped into strong understanding of brand's positioning to deliver strategy-focused campaigns
- Took ownership of creative concepts and projects that drove significant lead generation
- Delivered client presentations demonstrating a clear vision of how work addressed the client challenge
- Collaborated as part of a larger team in a fast-paced environment

Seventeen | Hearst Digital Media

Contributing Writer (2018)

- Wrote #4 most popular weekly article on Seventeen.com
- Pitched stories to Deputy Digital Editor and submitted high-performing articles written in Seventeen's brand voice
- Performed social listening to identify relevant subject matter for content

Odyssey

Staff Writer (2017-2018)

- Reached 25K+ views on single article and wrote #1 most popular weekly article on national website
- Crafted SEO keywords and website tags to drive online traffic
- Employed strategic practices for social media sharing to maximize reach

The Walt Disney Company

Disney College Program Intern (2015-2016)

- Provided world-class guest service in Fortune 100 Company
- Performed excellent verbal communication skills in high-volume area

Education

University of Central Florida (May 2018)

Bachelor of Arts in English - Creative Writing, Minor in Digital Humanities

Awards

- 2025 Cannes Gold & Silver | Subreddit Hunt
- AdAge Editor's Pick | Subreddit Hunt
- AdAge Editor's Pick | Spicing Up The Holidays
- 2024 Effie Gold & Silver | Inside The Navy
- 2020 New York Festivals Silver | Journey To The Moon
- 2020 DA&D + One Show Shortlist | Journey To The Moon
- #1 Google Assistant Action of the Week | Journey To The Moon
- 2019 AdWeek ARC Gold Award | Faces of the Fleet