

WILL

THORPE

wpthorpe@syr.edu

(720)-878-3807

Boulder, CO

AWARDS

ADDYs Awards 2024, RAF Silver Award, “Your Dog is Eating Dogs”

New York Festivals Advertising Awards 2023, Finalist, “The Silent Scroll”

Graphis New Talent 2024, Silver, “The Silent Scroll”

Graphis New Talent 2023, Silver, “Official Beer of The Apocalypse”

Graphis New Talent 2024, Honorable Mention, “Your Dog is Eating Dogs”

Graphis New Talent 2023, Honorable Mention, “Dangerously Crunchy”

Ads of The World 2023, Highlighted, “Official Beer of The Apocalypse”

Ads of The World 2023, Highlighted, “Dangerously Crunchy”

Ads of The World 2023, Published, “Wrong Place, Wrong Time”

EXPERIENCE

Havas Health & You, Copywriting Intern

2023 Summer

Responsible for creating headlines, body copy and all other copywriting duties.

Received one on one mentorship with senior creatives as well as working on the

account of a newly approved pharmaceutical

Creative Advertising Guest Program, Copywriter

2021-2023

Selected to participate in highest level portfolio class every year eligible. Worked to

complete case study videos for competitions such as the One Show Young Ones,

Cannes Lions and D&AD. Received personal mentorship from creative directors at

VMLY&R and Razorfish

WERW Radio, Director of Merchandise

2022-2023

Managed merchandise team, including weekly meetings and design brainstorming

sessions, ideated creative executions for merch design and coordinated with

distributors

TNH Advertising Agency, Creative

2021-Present

Member of a creative team responsible for concepting and creating advertisement

campaigns for local businesses

Fashion and Design Society, Advertising Team

2022-Present

Responsible for attending weekly meetings and integrating the creative team’s

vision into an advertising campaign to promote the annual fashion show

EDUCATION

Syracuse University

2020-Present

Senior Graduating 2024 at S.I. Newhouse School of Public Communications as an

advertising major with creative emphasis as well as a minor in Philosophy

ETC.

Adobe Suite • MRI Simmons • Excel • Having a Good Time

2001-Present