

### CONTACT

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### EDUCATION

**University of Texas at El Paso**  
Bachelor of Arts in Advertising

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### PROFESSIONAL EXPERIENCE

#### Junior Copywriter | Aug 2024 - Current

Cheil Dallas

- Concepted and executed integrated campaign ideas across digital, social, experiential, radio, and TV for Samsung product launches.
- Partnered closely with art directors to develop cohesive creative platforms and storytelling rooted in brand strategy.
- Crafted feature messaging, campaign headlines, scripts, and platform-specific copy aligned to Samsung's brand voice and business objectives.
- Supported 10+ product launches by translating complex product features into culturally relevant messaging that contributed to products surpassing sales goals and, in some cases, selling out.
- Mentored creative talent in the agency's internship program.
- Develop and present creative campaigns and platforms for new business pitches
- Collaborated cross-functionally with strategy, account, production, legal and client teams to evolve ideas from concept through execution..

#### Copywriting Intern | Jun 2024 - Aug 2024

Cheil Dallas

- Developed concept-driven campaign ideas rooted in brand storytelling and audience insight.
- Collaborated with creatives across disciplines to translate briefs into integrated campaign platforms. spanning social media, broadcast, OOH and experiential activations.
- Supported development of multi-channel creative work including social-first storytelling and brand messaging.

#### Copywriting Intern | Jun 2023 - Aug 2023

Translation

- Partnered with an Art Director Intern to concept, develop, and pitch integrated creative ideas as part of 360° advertising campaigns.
  - Crafted strategic copy across diverse client projects for brands including WhatsApp, Visa, Ally, Beats, and Hulu, aligning messaging with brand voice and campaign objectives.
  - Co-presented an intern-led exploration on integrating AI into creative workflows, demonstrating innovative thinking and strong communication skills.
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### SKILLS

Creative Strategy  
Adobe Creative Suite

Conceptual Thinking  
Problem-solving

Photography & Videography  
Trend & Cultural Insight