

Becca Hovland

Associate Creative Director | Copywriter

CONTACT

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CLIENT EXPERIENCE

The Bill & Melinda Gates Foundation
Hinge
Duolingo
CARE
Samsung
KABOOM!
New York Road Runners
ACUVUE Contact Lenses
Busch Beer
NYC Mayor's Office of Sustainability
Newman's Own
Green Giant

SKILLS

Creative direction
Copywriting
Campaign narratives & concepts
Strategic planning
Team management
Branding & identity
Client management
New business development
Workshop building & facilitation
Hiring, including vendors & freelancers

EDUCATION

THE SAVANNAH COLLEGE OF ART & DESIGN

BFA Advertising
Savannah & Hong Kong
Minor: Graphic Design

WORK EXPERIENCE

FREELANCE CD/COPYWRITER

Sept 2023 - Present

- Duolingo, IHG Hotels & Resorts, American Foundation for Suicide Prevention, Environmental Defense Fund, Relatable, Clean Creatives

PURPOSE

Associate Creative Director | Apr 2021 - Sept 2023

Local Creative Lead | Aug 2021 - Present

Senior Copywriter | Nov 2019 - Aug 2021

- Directed the NY Creative Department comprising Art Directors, Designers, and Copywriters, overseeing team dynamics, internal processes, skills enhancement, functional recruitment, and tailored support for new business
- Served as a Project and Creative Lead, steering digital campaigns, website development, branding strategies, and incubator projects
- Orchestrated the planning and execution of a website aimed at disseminating tools and insights for narrative change practitioners - finalist in The Webby Award Education category
- Led rebranding efforts for an legacy humanitarian organization operating in 109 countries
- Member of the senior leadership team, actively shaping organizational culture, internal procedures, and initiatives to drive employee engagement and enhance service delivery

DEUTSCH INC

Senior Copywriter | Feb 2016 - Oct 2019

Copywriter | Aug 2015 - Feb 2016

ADDITIONAL VENTURES

PORPS FOR ANTI-RACIST ALLYSHIP

I am a founding member of an affinity group at Purpose focused on cultivating deeper allyship.

EQUITY TEAM

I am a member of the Purpose Equity Team dedicated to shepherding and amplifying Purpose's commitment to diversity, equity, and inclusion.