

Ryan O'Toole

copywriter

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EXPERIENCE

Lone Pouches

Creative

Oct. 2025 - Present

- / Branding
- / Ad Reads, Content Creation
- / Athlete Partnerships

Echo Global Logistics

Client Sales Rep

June 2024 - Sept. 2025

- / Cold calling and making sales
- / Something to pay the bills

Main Hill Media

Creative Director

Jan. 2023 - May 2024

- / Established influencer marketing
- / Wrote captions/blogs/newsletters
- / Univ. of Arkansas Student Agency

INTERNSHIPS

Walmart

Merchandising Intern

Summer 2023

- / Laundry merchandising category
- / Pitched some innovative ideas

EDUCATION

book180

Copywriting

Oct. 2024 - April 2025

University of Arkansas

BA Advertising/PR

Aug. 2020 - May 2024

CIMBA Italy Program

Summer 2022

Paderno del Grappa TV, Italy

AWARDS

1st Place Media Kit Best of Show

Fall 2023

Associate Collegiate Press

Innovation Peacemaker, Finalist

Fall 2023

Associate Collegiate Press

2nd Place Texas Science Fair

8th Grade

U.S. Army Science Fair