

Oliver Permut

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Education

Miami Ad School | Graduate, August 2019 Copywriting

University of Miami | B.S. in Communication, August 2017

Public Relations Major, Marketing and Music Business Minors

Experience

ZAG Creates, Miami, Florida | December 2019 – Present

Senior Copywriter, Associate Creative Director

- + Engage in copywriting, creative conceiving and strategy for a variety of brands with focus on wellness, cannabis, and luxury hospitality
- + Creation and optimization of web design and copy, branding, UX/UI, landing page development, digital marketing, SEO, social media, email marketing and creative advertising
- + Developed consistent brand language implemented across all facets of advertising and marketing to create synergistic marketing funnels that drive conversion rates across a variety of platforms for a variety of industries
- + Brands include Jerry Rice's G.O.A.T. Fuel, Resorts World Bimini, Happy Head, FIU Online, Rockwell Island, et al.

Ogilvy & Mather, Ho Chi Minh City, Vietnam | October 2019 – December 2019

Copywriting Intern

- + Engaged in copywriting, brand strategy and creative conceiving for a variety of brands
- + Worked on concepts for accounts such as Nestle and Pizza Hut

VICE Media, Berlin, Germany | July 2019 – September 2019

Copywriting Intern

- + Engaged in copywriting, scriptwriting, social media and creative conceiving for a variety of brands
- + Created published digital and TVC campaigns for brands such as Volkswagen, Verivox and Samsung

Publicis Sapient, Miami, FL | April 2019 – June 2019

Copywriting Intern

- + Engaged in copywriting and creative conceiving for a variety of brands
- + Developed social and digital campaigns for cruise brands such as Virgin Voyages and Holland America Line

Carma Connected, Miami, FL | October 2017 – October 2018

Copywriter, Editor, and Social Media Marketing Coordinator

- + Engaged in copywriting for brands in the luxury hospitality segment
- + Developed and implemented social media marketing campaigns for restaurants, hotels, and nightclubs in greater Miami area
- + Wrote and provided editorial assistance for a variety of public relations functions
- + Notable brands include Prime 112, Komodo, The Setai, 1 Hotel South Beach, and more

Ultra Music Festival, Miami, FL | June 2012 – June 2014

Marketing and Public Relations Associate, Social Media Content Director

- + Engaged in brand development, strategic marketing, advertising, and large-scale event coordination for the "World's Premier Electronic Music Festival"
- + Directed all social media accounts, and grew Instagram from zero to 1 million followers by the end of my tenure
- + Developed marketing language and web content
- + Wrote press releases, artist biographies, event spotlights, email blasts, and other event-specific editorials
- + Coordinated event photography
- + Curated talent and lineups for stages featuring deep house, techno, indie-dance, and live music