

SHANNON DAEHN

COPYWRITER

CONTACT

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-  Minneapolis, MN

EDUCATION

Loyola University Chicago

BA, Creative Advertising

2017-2021

3.99 GPA. Portfolio-based creative advertising program with minors in Spanish and Marketing. Well versed in rush hour transit navigation.

4As Pitch Boot Camp

2024 Winning Team. Learned the ins and outs of new business and collaborated with teammates from agencies across the Twin Cities.

AWARDS

- 4As Pitch Boot Camp Winner
- 32 Under 32 Nominee
- Titan Health Awards, Silver
- National Agri-Marketing Assoc., multiple

OUT OF OFFICE

- Avid Crocheter
- Cocktail Enthusiast
- Ad League Bowling Regular

WORK EXPERIENCE

Senior Copywriter

broadhead., Minneapolis, MN

April 2025 – present

- Collaborating closely with art directors to concept and build out campaigns across agriculture, food and healthcare clients.
- Developing and owning brand foundation, voice and style across multiple clients.
- Leading creative presentations for client work and contributing to new business pitches.

Copywriter

broadhead., Minneapolis, MN

2021 – 2025

- Contributed to campaign concepting and build-out, detail-oriented websites and product detailers, and pre-roll video for agriculture and consumer food brands.
- Regularly presented creative work internally and externally.
- Selected and directed voice-over talent for video and radio.

Copywriting Intern

broadhead., Minneapolis, MN

Summer 2021

- Gained experience primarily on client work in the agriculture sector and collaborated on a summer-long intern project.
- Convinced them to hire me on full-time.

Communications Intern

Loyola University Chicago, Quinlan School of Business 2019-2021

- Shared all things Quinlan via web articles and social media. Interviewed countless students and alumni, and learned T4 website maintenance.
- Introduced new Instagram strategies and content series to grow engagement.

Marketing Intern

Aspire Digital, Dublin, Ireland

Summer 2019

- Learned the ins and outs of Google Search Ads, dabbled in Google Analytics, and blogged about digital marketing trends focused on Irish and European markets.
- Regularly teased for not upholding American college drinking stereotypes with my Irish coworkers.