





# SHANNON DAEHN

## COPYWRITER

### CONTACT

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 763-350-0548  
 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.

### PROGRAMS

Microsoft Office Suite  
Workfront Project Management  
Sprout Social / Hootsuite  
Adobe Creative Suite

### 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.