

KYLE HEINER

COPYWRITER

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WORK

BIG SPACESHIP – *COPYWRITER*

MARCH 2021 - PRESENT | BROOKLYN, NY

Brewing content for Starbucks, from TikTok to TV, and curating pop culture moments for the newsletter "Internet Brunch."

DRAFTLINE (ANHEUSER-BUSCH) – *COPYWRITER*

APRIL 2020 - MARCH 2021 | NEW YORK, NY

Worked at AB InBev's in-house agency, creating campaigns and managing social for Stella Artois, Michelob ULTRA, and Estrella Jalisco.

VIRTUE WORLDWIDE (VICE) – *JUNIOR CREATIVE*

JUNE 2018-AUGUST 2018 (INTERN) - APRIL 2020 | BROOKLYN, NY

Created out of the box work for clients like Urban Decay, HBO, Target, ANA and Indeed under VICE's new-age approach.

ROYAL CARIBBEAN CRUISES LTD. – *COMMS. INTERN*

JUNE-AUGUST 2017 | MIAMI, FL

Analyzed sustainability reports, created charitable campaigns and designed internal messaging and external outreach across RCL Ltd.

PLAY

ETHOS MAGAZINE – *WRITER*

JUNE 2017-JUNE 2018 | EUGENE, OR

Entertainment writer and pop culture critic, publishing articles for a nationally-recognized, award winning magazine.

DUCKTV – *PRODUCER*

FALL 2015, FALL 2017 | EUGENE, OR

Directed and produced "911 in da 541" and "Bite Club." Scheduled cast and crew, wrote scripts, acted as a lead role, and successfully saw the completion of a co-created vision.

ASUO – *COMMUNICATIONS DIRECTOR*

MAY-JUNE 2017 | EUGENE, OR

Established relationships with the Associated Students of the University of Oregon (ASUO) and local media outlets, ran social media and developed messaging for campaigns.

EDUCATION

UNIVERSITY OF OREGON

ROBERT D. CLARK HONORS COLLEGE

CLASS OF 2018 | EUGENE, OR

B.S. Advertising, Business. Magna Cum Laude.

UNIVERSITY OF OXFORD

KEBLE COLLEGE

APRIL-JULY 2016 | OXFORD, ENGLAND

Study Abroad focusing on creative writing, religious philosophy and medieval studies.

SKILLS

Simmons OneView

Adobe Photoshop

Adobe Premiere

Final Cut Pro

Keynote

Microsoft Excel

Proficient in Spanish

Quick wit

Pop culture connoisseur

Social butterfly

Self-proclaimed vegan chef

RECOGNITION

Twitter Best In Class

AdForum Profile

Koyl Cup Recipient

W.L. Thompson Award Outstanding Achievement in Advertising Copywriting

Thesis Honors: "The Power of America's Most Watched Show: How Entertainment Television Can Change Social Behaviors"