

Libby Gregurich

Copywriter & Strategic Communicator

Joliet, Ill. | libbygregurich1@gmail.com | libbygregurich.com | 815 325 5659

Education

University of Missouri - Columbia

- Master of Arts, Journalism - Strategic Communication | Expected May 2025
- Bachelor of Journalism - Strategic Communication | May 2024 Honors Graduate
- GPA: 3.96 | *summa cum laude*

Experience

MOJO Ad | Missouri School of Journalism

Columbia, Mo.
8/2023 - Present

Copywriter

- Collaborated closely with creatives and strategists to develop a fully integrated advertising campaign for Wilson Sporting Goods at a prestigious student-staffed agency
- Created an annual trend report focused on young adults and the entertainment industry
- Planned, scripted, and delivered pitches to high-level marketing executives at various companies
- Demonstrated proficiency in crafting impactful, persuasive copy across video, social, and experiential platforms

University of Missouri School of Journalism

Columbia, Mo.
8/2023 - Present

Teaching Assistant | Introduction to Strategic Writing & Design

- Facilitated instruction for 80+ strategic communication students in a beginner creative writing and design course
- Provided guidance on Adobe Creative Cloud programs, advertising, and branding fundamentals
- Delivered constructive feedback on weekly assignments and campaign work to enhance student learning and development

EA Collective | Storyhorse

Chicago, Ill.
6/2023 - 8/2023

Storyhorse Intern

- Managed content creation and planning for TikTok, Instagram, and LinkedIn platforms.
- Sourced and vetted leads for business development and DEI initiatives
- Contributed to and copy-edited intern zine project
- Planned and executed annual company event

Leadership

Missouri School of Journalism

Columbia, Mo.
8/2022 - 5/2023

Journalism Academic Mentor

- Guided younger peers on their journey to academic excellence, teaching crucial professional & academic skills

Kappa Alpha Theta - Alpha Mu

Columbia, Mo.
8/2021 - 5/2022

Human Resources Director

- Planned bonding & morale events for 150+ members, allocating a budget of \$4,600 throughout the year
- Contributed to and documented chapter development meetings

Awards & Involvement

- Mark Twain Level II Scholarship, Sharon K. Tiley Scholarship
- School of Journalism Dean's List Fall '20 - Spring '24
- Honors College Member
- American Advertising Federation Member