ANA GONZALEZ

Creative Strategy | Advertising | Copywriting

Richmond, VA | anagleego06@gmail.com
LinkedIn | Creative Portfolio

PROFESSIONAL SUMMARY

Mass Communication student at Virginia Commonwealth University graduating in 2027, with a focus on advertising, creative strategy, and brand storytelling. Experienced in developing campaign concepts, exploring audience insights, and collaborating on creative solutions through university projects and competitions. Interested in bringing fresh ideas and thoughtful strategy to an advertising or creative team.

EDUCATION

Virginia Commonwealth University, Richmond, VA
Bachelor's Degree in Mass Communication | Expected 2027

- Kappa Tau Alpha Honor Society, recognized among the top 10% of journalism and mass communication students
- Active Member, AD Club

SELECTED CREATIVE PROJECTS

Bumble, Creative Campaign | VCU Rammy Award, May 2026

- Developed a campaign focused on meaningful relationships and repositioning Bumble around more authentic connections.
- Applied audience insights, brand positioning, and creative storytelling to develop the campaign concept, “Bumble makes love feel real again.”
- Received the Creative Brief Award for the campaign.

Holiday Barn Resort, Robertson Rally Innovation Challenge | Second Place, October 2025

- Collaborated with a team to develop a creative solution for Holiday Barn Resort during a 24-hour innovation challenge.
- Contributed to brainstorming, problem-solving, and the development of a client-focused campaign concept in a fast-paced environment.
- Earned second place in the competition, working in collaboration with Madison+Main agency.

Blacklisted. Hollywood 1950, Comic Cover | Jurgen Comics Contest Winner, February 2025

- Created a narrative-driven comic exploring political censorship and its impact on the arts during the McCarthy era.
- Recognized for creative storytelling and communicating a historical subject through visual art.

SKILLS

Creative: Concept Development, Brainstorming, Storytelling, Visual Storytelling, Creative Problem-Solving

Strategy: Campaign Development, Brand Positioning, Audience Insights, Marketing Strategy, Creative Brief Development

Communication: Presentation Development, Collaboration, Written Communication, Research

SELECTED CERTIFICATIONS

- Ideation for Marketers , LinkedIn Learning
- Rapid Ideation, LinkedIn Learning
- Ideas That Resonate, LinkedIn Learning
- Storytelling for Designers, LinkedIn Learning
- Creativity Boot Camp, LinkedIn Learning