

## Cadency x South Carolina Broadcasters Association

*Creative Copywriter & Brand Strategist | May 2022 – May 2023*

As a copywriter and brand strategist for Cadency—Clemson’s interdisciplinary, student-led agency—I spent two semesters working with the South Carolina Broadcasters Association (SCBA), developing strategy and content to help them connect with the next generation of broadcasters.

In Fall 2022, our team focused on brand consistency and social presence. I worked alongside account managers, strategists, and designers to implement new branding guidelines and build a stronger voice on LinkedIn—creating messaging that resonated with younger audiences while staying true to the SCBA’s roots. Our work revealed gaps in how SCBA communicated with students, especially through their website, which led us to dive deeper into research and audience insights the following semester.

In Spring 2023, we shifted toward strategy—interviewing students, analyzing trends, and compiling data to understand why Gen Z wasn’t entering the broadcasting industry. From there, we crafted messaging that spoke to their motivations. I proposed the tagline *“Shaping your story your way”*—a theme that reflected the SCBA’s mission and helped guide the creative direction for future campaigns.

Beyond the big ideas, I was the go-to writer for everything from presentation decks to social captions, internal communications, and website copy. This experience gave me a chance to blend creativity with research, strategy with storytelling—and it reminded me why I love helping brands find their voice and connect with real people.

### LinkedIn Graphics:

