



HOLLY ROBINSON

COPYWRITER

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itshollyrobinson.com

THE GAL

Californian-turned-Chicagoan. Big fan of coffee, cats, and punk rock. Not a big fan of referring to myself in the third person. Hates pickles.

THE WORK

SENIOR COPYWRITER

Youtech

March 2024 - Present

- Still writing about toilets, but with more responsibility.
- Oversees the work of five super cool copywriters.
- Pitches ideas to the director of content and CMO.

COPYWRITER

Youtech

March 2022 - March 2024

- Wrote so much about toilets that I could probably become a certified plumber by tomorrow.
- Created social and email campaigns that people actually liked. B2B and B2C.
- Worked my stubby little fingers off on brand strategy.

THE SMARTS

ADHOUSE ADVERTISING SCHOOL

Jan 2025 - April 2025

- Crafted 30 campaigns in 10 weeks.
- Learned from the man behind Dos Equis' *The Most Interesting Man in the World*.

SCHOOL OF THE ART INSTITUTE OF CHICAGO

BFA in Writing, August 2018

- Ranked #9 in QS World University Rankings for Top Art and Design Schools.
- Took an MFA course in New Arts Journalism.

PAST LIVES

Soap seller, heavy metal burger bar host, steel shop manager, trucking biller, library assistant, greeting card stocker, piercing and tattoo studio manager, cocktail waitress, antique store vendor, art student, freelance editor.

ASK ME ABOUT...

- My cat.
- If hot dogs are considered sandwiches.
- My weirdest tattoo.