



Adam Hook

AdamWritesGood.com
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Where I Wrote Stuff

Junior Copywriter

Momentum Worldwide | New York, NY
November 2009 - May 2010
American Express, Verizon, Kenna, Stoli Vodka

Writing Mercenary

BreenSmith Advertising | Atlanta, GA
July 2009 - September 2009
New-business campaigns, outdoor, interactive, guerrilla

Intern—Writer

Iconologic | Atlanta, GA
November 2008 - present
Wrote for Coca-Cola, Promethean Interactive, Trinidad & Tobago rebrand, ReasonsForOptimism.com, UPS

Freelance Writer

Piryx.com | Austin, TX
May 2008 - present
Wrote site, developed brand voice, wrote investor film, blogged for RealPolitix.com

Freelance Writer

RememberDelaware.com | Salt Lake City, UT
July 2007 - present
Wrote site content, gear reviews, blogged, executed guerrilla campaigns, developed brand tone.

Writer

10X Marketing | Orem, UT
December 2005 - January 2006
Wrote SEO-optimized content, managed pay-per-click campaigns. Mastered my Nerf jump shot.

Where I Learned Stuff

Portfolio Center | 2007-2009
Atlanta, GA
Graduate: Copywriting

Brigham Young University | 2000-2006
Provo, UT
Graduate: B.A. Communications

Recognition Stuff

Winner—2010 Atlanta Addys

(Student) Master Lock print, Duncan Yo-yo broadcast

GOLD—CMYK Magazine

Print Campaign, #45 Duncan Yo-yo

Winner—2009 ADC Veer Scholarship

Leadership and excellence in advertising

Featured—CMYK Magazine

Issues #43 BBQ Sauce, #45 Duncan Yo-yo

Winner—Portfolio Center Creative Excellence

Peer-judged, 4 gold, 2 silver for integrated advertising

Finalist—2009 Student One Show

Interactive, Long's Horseradish

Other Stuff

SCUBA Diver

June 1994 - present
PADI-Certified Open Water Diver.
Dove Tahiti, Maui, Kauai, Bora Bora.

Sneaker Collector

June 2000 - present
Upwards of 100 pairs of sneakers.

Cyclist

1994 - present
Still ride 40-50 miles per week—on road, trail, wherever.

Trivia

1987- present
Pretty good at it.

Skier

1990 - present
Junior Ski Instructor at age 14. Skied a 100-day season.

Photographer

1987ish - present
Freelance photographer for Schooled Magazine.