

DAPHNE LEFRAN

COPYWRITER

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www.daphnelefran.com

THE FORECAST

I'm a meteorologist turned copywriter, with a passion for solving problems creatively by engaging both the right and left parts of my brain. I know how to dig for real human insights, that make brands feel real and human. Outside of work, I enjoy stories, bright colors, dogs, and everything pop culture.

EXPERIENCE



HIGHS

COPYWRITER – GUT MIAMI

JUN 2021 – PRESENT | MIAMI, FL

Clients: Popeyes, Lyft, Verizon, Visible Mobile, Vital Farms, Weight Watchers

JUNIOR COPYWRITER – R/GA

JUL 2018 – JUN 2021 | NEW YORK, NY

Clients: Ally Bank, Verizon, Bubby, Disney

COPYWRITING INTERN – R/GA

JAN 2018 – MAR 2018 | SYDNEY, AUS

Clients: Toyota, Samsung, and Wine Australia

COPYWRITING INTERN – 360I

OCT 2017 – DEC 2017 | NEW YORK, NY

Clients: Oreo, HBO, Canon and Coca-Cola.

COPYWRITING INTERN – OGILVY & MATHER

JUL 2017 – SEPT 2017 | TOKYO, JP

Clients: Amazon Prime, Guinness, Lexus and Coca-Cola

AWARDS

2022 D&AD Shortlist
2018 D&AD New Blood Pencil
2018 One Show Young Ones - Bronze
2018 Radio Mercury Finalist

EDUCATION



COPYWRITING

Miami Ad School (2016–2018)



MASTER IN SCIENCE | METEOROLOGY

Florida State University (2012–2015)

Thesis: *A One-Year Geostationary Satellite Derived Climatology of Fog in Florida*



BACHELOR IN SCIENCE | METEOROLOGY

Florida State University (2008–2012)

Minor in Communications



LOWS

FREELANCE CONTENT WRITER – THE MARKETING ZEN GROUP

DEC 2015 – JUL 2016 | ORLANDO, FL

Created editorial content for a wide array of clients in different industries ranging from industrial design, business, customer service and consumer goods.

GRADUATE TEACHING ASSISTANT – FLORIDA STATE UNIVERSITY

AUG 2012 – MAY 2015 | TALLAHASSEE, FL

Administered the online "Introduction to Meteorology" course of 150+ students. Prepared online tests/quizzes, communicated with students via e-mail and office hours and undertook several administrative tasks.

GRADUATE RESEARCH ASSISTANT – FLORIDA STATE UNIVERSITY

MAY 2013 – JUL 2015 | TALLAHASSEE, FL

Created climatology of fog in Florida based on one year's worth of calibrated fog product images. (Try saying that three times fast)

LANGUAGES

English



Spanish



SOCIAL CLIMATE



@daphnelefran



/dlefran



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/thedaphexchange