

# Kiersten Gabriella-Cooper Sanchez

They call me **MiniCooper** because I'm a girl with drive | [www.agirlwithdrive.com](http://www.agirlwithdrive.com)

## MY EXPERTISE

I'm Kiersten, a playful challenger with a passion for disruptive storytelling, copywriting, and memorable campaigns.

Hop in! Let's take your brand further than it's ever gone.

## CONTACT

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- (325) 660-4411

## CERTIFICATIONS

- Adobe Illustrator
- Adobe Photoshop
- Hootsuite Social Media
- HubSpot Email Marketing

## TOP SKILLS

- Activation/Experiential
- Adobe Creative Suite
- Brand Strategy
- Brand Management
- Creative Copywriting
- Creative Concepts
- Event Management
- Influencer Marketing

## WORK EXPERIENCE

### Targetbase Agency

Nov 2024 - Present

#### Contract Copywriter

- Defining **brand voice for UCB's ZILBRYSQ product** CRM campaign.
- Supporting **brand identity development** for **GSK's global sub-brand**.
- Crafting copy for **personalized patient care** in print, website, emails, and more.

### Intern Queen Agency

Aug 2024 - Nov 2024

#### Contract Event Assistant

- Oversaw **Uber Teen** campaigns, training **21 staff** who distributed **51K+ flyers**.
- Designed **branded materials** for **Disney+** and **Postmates** activations.
- Recruited **influencers** for **Uber Eats** and **NBA Grizzlies** campaigns.
- Trained **73 staff members** at **50+ events** for **top-tier global brands**.

#### Contract Marketing Coordinator

- Directed **P&G's Juntos 2024** campaign, managing **14 influencers** to generate **2.5M+ impressions** through recruitment, training, and oversight.

### STC Safety Training & Compliance

Nov 2023 - May 2024

#### Brand Marketing Specialist

- Led **company rebrand**, strategizing **brand identity and messaging**.
- Coordinated **project timelines** with **agencies**, reporting to **CEO**.
- Created **engaging social content**, boosting social engagement **+18,000%**.

### East-West Ministries

Mar 2021 - Nov 2023

#### Marketing Specialist

- Developed **slogans and copy** for **multiple international campaigns**.
- Handled the marketing of **50+ events**, expanding non-profit to **10 new cities**.
- Formulated **brand positioning** and re-designed all **brand assets**.

### Messina Hof Winery & Resort

May 2019 - Jan 2021

#### Marketing Assistant / Head of Personalized Labels

- Collaborated with local businesses to **execute events** with **5K+ guests**.
- Wrote weekly newsletters to **60K guests**, and **grew social presence to 11K+**.
- Consulted with **350+ clients** to design custom labels valued at **\$61K+**.

## EDUCATION

### Texas A&M University

Dec 2019

- Bachelor of Arts in **Communication Studies**, Minor in New Media, 3.96 GPA