



Olivia Macdonald

Senior Copywriter

CONTACT

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New York, NY

HELLO

I'm made a career out of
having a way with words.

And I'm a writer who
actually has something to
say. Let's talk.

EXPERIENCE

CRONIN, New York, NY

Senior Copywriter, March 2024 to present

Copywriter, July 2021 to February 2024

Copywriter Intern, June-August '19, June '20-June '21

THE GOOD TRADE, New York, NY

Contributing Writer, January 2025 to present

The Good Trade is an independent lifestyle media brand reaching over 100M readers, to which I contribute both personal and research-based pieces.

CLEAN CREATIVES, New York, NY

New York City Team Lead & Creative, August 2021 to

present. Thinking up and executing bold, thumb-stopping creative to help the ad industry cut ties with fossil fuels.

VARIOUS CLIENTS, Freelance Copywriter

- **TiNY**, November 2024 to present. Working with a tiny team to make big ideas.
- **CREATIVES FOR HARRIS**, August to November 2024. Getting people fired up and ready to vote for Harris.
- **MAGI**, January to April 2024. Taught the world about magic of hemp, and how it can save our planet.
- **ALFRED**, November 2021 to December 2023. Helped residents find a more conscientious way of living.
- **PACKAGE FREE**, May 2022 to August 2023. Empowering people to make their everyday lives more sustainable.

EDUCATION

Fordham University, Bronx, NY, 2021

Bachelor of Arts in Communications & Culture,
Minor in English, Summa Cum Laude

AdHouse, New York, NY, 2020

Course: Next Level Concepts with Tom
Christmann

School of Visual Arts, New York, NY, 2023

Design: Basic Adobe Applications

The Second City, New York, NY, 2025

Standup Comedy

VOLUNTEERING & EXTRAS

Headcount – Volunteer, 2019-present

Grassroots Grocery – Copy & Marketing Consultant,
2022-present

Indoor Recess – Selected out of 400 applicants to
pitch a campaign to Color of Change. June 2020.

**Students for Environmental Awareness & Justice at
Fordham University** – Executive Board, 2020-2021

Established a bake sale that became a mainstay of
the annual Miami Beach Picnic of Old Lyme, CT,
donating all proceeds to charity.