

Meg Rai

copywriter



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www.highfruit.co

EDUCATION

BOOK180 AD SCHOOL

Copywriting Graduate

- Best of Semester - Forward Thinking

THE UNIVERSITY OF ALABAMA

Bachelor of Arts in Advertising,
Minor in Communication Studies

- Magna Cum Laude Graduate (3.78 GPA)
- President's List
- Dean's List - 3x
- Academic Achievement Award

SKILLS

- Microsoft 365
- Google Workspace
- Notion
- Canva
- Procreate
- HTML
- CSS
- Da Vinci Resolve
- Adobe Creative Suite
 - (Photoshop, InDesign, Illustrator, After Effects, XD, Lightroom)

EXPERIENCE

FOUNDER & FREELANCE CREATIVE @ HIGH FRUIT

Apr 2026 - Current

- I founded High Fruit to shine a light on human creativity & community.

Clients: MadeXus, This January, No Boring Brands, Dallas Pets Alive (Pro Bono)

COPYWRITER @ VML

Nov 2025 - Mar 2026

Clients: Pizza Hut

COPYWRITER INTERN @ LEO BURNETT

Jun 2025 - Aug 2025

Clients: Altria Group - Copenhagen, Skoal, Husky, Red Seal, On!

ASSISTANT COPYWRITER @ GSD&M

Jan 2025 - Mar 2025

Clients: Corona, Realtor.com, Nature's Own, Dave's Killer Bread, Food Lion, Camizestrant

COPYWRITER INTERN @ TOMBRAS

Oct 2024 - Dec 2024

Clients: Pilot Flying J, Josh Cellars, Bush's Beans, Atrium Health, Captain D's, Knoxville Utilities Board, Kellanova Club Crackers

GRAPHIC DESIGN INTERN @ CRIMSON TIDE PRODUCTIONS

May 2021 - Jul 2021

- Helped design official marketing materials for UA Athletics department

ORGANIZATIONS

VOLUNTEER @ PAWS CHICAGO

Jul 2025 - Mar 2026

- Cat Care & Event Volunteer

MENTEE @ NEXTGEN MENTORSHIP PROGRAM

Sep 2024 - Mar 2025

- Asians in Advertising and 3AF: Asian American Advertising Federation
NextGen Mentorship Program