ELI WRIGHT-MALOY

Creative

Advertising Portfolio:
eliwrightmaloy.com

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A copywriter who graduated from the BYU AdLab and then relocated to Dallas, this creative thinker has put his work in places as farflung as Minecraft and as ostentatious as Times Square during the New Year's Eve ball drop. Jam-packed with industry skills after two years at Lerma, he's an excellent bang-for-buck choice to hire on as a junior creative.

INDUSTRY EXPERIENCE

Copywriter/Content Creator — LERMA/Advertising Agency in Dallas, TX

August 2024 - September 2026

- Ideated, pitched, and executed 360° creative campaigns that include TV spots, OOH, social, nontraditional, and guerrilla activations
- Cultivated the voices of billion dollar brands like He Gets Us and The Home Depot as well as smaller local businesses like Gloria's Latin Cuisine and Reunion Tower
- Facilitated the Lerma Summer Internship Program by taking on roles of interviewer, Creative Director, and mentor to several creative interns

AWARDS AND HONORS

- AAF Dallas Honorable Mention for achievement in Out Of Home, 2026
- 2nd place in Círculo Creativo's Young Lions Competition of 2025
- AAF's Most Promising Multicultural Student of 2024
- 3rd place in BYU Social Impact Center's Changemaker Challenge 2023

SKILLS

- Adaptability, Creative Thinking, Collaboration, Exceeding expectations, Fluency in Portuguese, Infusing enthusiasm, Mentoring, Poetic Prose, Problem solving, Reliability, Receiving feedback gracefully, and updating creative presentations to better appeal to the values of the client

REFERENCES

Roscoe McGee, AD partner +1 (385) 231-6647
Ryan Beals, Creative Director +1 (214) 536-3810
David Morring, Creative Director +1 (214) 542-4376
Brooke Boulter, Internship Coordinator Partner +1 (425) 988-4171