

# ELI WRIGHT-MALOY

Creative

Advertising Portfolio:  
[eliwrightmaloy.com](http://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 guerilla activations
- Cultivated the voices of billion dollar brands like He Gets Us and The Home Depot as well as local family owned businesses like Gloria's Latin Cuisine
- 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
- 2<sup>nd</sup> place in Círculo Creativo's Young Lions Competition of 2025
- AAF's Most Promising Multicultural Student of 2024
- 3<sup>rd</sup> 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

David Moring, Creative Director +1 (214) 542-4376

Brooke Boulter, Internship Coordinator Partner +1 (425) 988-4171