

LIDA TOZZI

copywriter

experience

Droga5 | *Copywriter*

Mar 2022 - Present

Big ideas and even bigger imposter syndrome

Outside Analytics | *Marketing Strategist*

Oct 2020 - Mar 2022

Connected outdoorsy people with outdoorsy activities

Heli | *Marketing Associate*

June 2020 - Aug 2020

Never got the chance to go heliskiing, but did build the brand book

ROAM Media | *Copywriter*

Sept 2019 - April 2020

Wrote on behalf of people way cooler than me (ex: Jimmy Chin) to an IG audience way higher than my follower count

contact

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education

Denver Ad School | *Copywriting*

2021-2022

Spent a year making fake ads in hopes of a lifetime making real ones

Binghamton University | B.A. in *Social*

Action through Advertising, Minor in *Environmental Studies*

2015 - 2019

Designed my own major to avoid having to choose between my many interests

Istituto Lorenzo de' Medici | *Marketing*

Jan - Apr 2018

Ate a lot of pasta, spoke a lot of broken Italian