

Aaron C. Elliott

Strategist | Copywriter | Storyteller

A.C.E

Contact



(304)-940-0474



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aceadvertising.co

Skills

- Adobe Premiere Pro
- Canva
- Adobe Illustrator
- Client Communications
- Copywriting
- Strategy Development
- Presentation/Public Speaking
- Customer Service
- Strategic Thinking
- Project Management

Education

West Virginia University

Bachelor of Science:
Advertising & Public Relations

Minor: Philosophy

GPA: 3.8

Graduated: May 2026

Project Experience

Creative Director & Video Editor

Freud's Marketing / Goals House Capstone Campaign

2026

- Led creative strategy and campaign development for a nonprofit-focused marketing challenge addressing the water crisis.
- Directed a team in developing a Gen Z awareness campaign centered on storytelling and community impact.
- Traveled to McDowell County, West Virginia, to conduct interviews and gather documentary-style footage from local residents.
- Edited a case-study video highlighting the lived experiences of affected community members.
- Contributed to a campaign that won a university capstone competition.

Strategist, Copywriter & Presenter

WVU Advertising Club / National Student Advertising Competition (NSAC)

2024–2026

- Collaborated on national advertising campaigns for AT&T and the NFL as part of the National Student Advertising Competition.
- Developed campaign strategy, audience insights, and copywriting for integrated marketing plans.
- Served as lead presenter for the AT&T campaign and helped communicate campaign recommendations to judges.
- Held a leadership position as a club officer while supporting team organization and project execution.

Creative Director & Video Editor

Metropolitan Billiard Parlor Promotional Video (Academic Assignment)

2023

- Independently planned, filmed, interviewed, and edited a promotional video for a local business.
- Produced video content designed to showcase the venue's atmosphere and customer experience.
- Managed all aspects of production from concept development through final edit.

PROFESSIONAL EXPERIENCE

August 2025 - January 2026

Tactician (Strategist/Copywriter) | Martin Hall Agency, Morgantown, WV

- Developed brand strategy and copy for real-world clients including Sunset Berry Farms and The Retail Lab.
- Conducted consumer interviews and translated audience insights into campaign positioning and messaging.
- Collaborated with agency teams and presented strategic recommendations directly to clients.

February 2025 - 2026

Server | Red Lobster, Morgantown, WV