

David Hurtado

Copywriter & Wordsmith

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My mind is a forge infused with the combined heat and pressure of a newborn sun. Within, I shape ideas into words and hammer them into concepts worthy of the gods (clients).

Knowledge

Bachelor of Science in Journalism
[University of Kansas](#)
Graduated in 2017

Associate of Liberal Arts
[Johnson County Community College](#)
Graduated in 2014

Abilities

Copywriting
Conflict Resolution
Copy Editing
Time Management
Concepting
Common Sense

Experience

Bonner Springs Elementary
[SLC Paraprofessional](#)
February 2024 to Current - Bonner Springs, KS

I support students on an individual and small group basis in applying classroom concepts and improving academic performance. And coordinate with SLC teachers to monitor their progress, social skills, ongoing needs and behavior redirection according to IEP plans. Most importantly, I foster a warm and welcoming environment.

Starbucks
[Shift Manager, Barista Trainer](#)
November 2016 to Current - Overland Park, KS

As a manager, my job is to capably execute store operations including cash handling, inventory management and delegating tasks to baristas. I also provide them with coaching and developmental opportunities to nurture individual growth. And with every customer, brew a full and rewarding coffeehouse experience.

The Workshop
[Copy Apprentice](#)
January 2023 to April 2023 - Merriam, KS

As an apprentice, I partnered with an Art Direction Apprentice to conceive a 360 degree campaign. We then researched, pitched and modified campaign concepts based on feedback given at group critiques. We created multiple visual solutions for a given brief to ensure concepts worked within multiple channels.

The Agency
[Copywriter](#)
August 2015 to May 2017 - Lawrence, KS

Here, I wrote video scripts, print and social marketing copy for KU Human Resource Management and McGrew Real Estate. I also collaborated with the creative team in conceptualizing content for our client's marketing campaigns. On the side, I wrote web copy and blog posts for the Agency's internal blog, The Watch.