

grace messarra

associate creative director, copy

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EDUCATION

- 2017** UNIVERSITY OF TEXAS AT AUSTIN
Master's in Copywriting - Texas Creative Portfolio School
- 2014** BOSTON UNIVERSITY
Bachelor's in Advertising, minor in French

WORK EXPERIENCE

- 2022- NOW** EDELMAN - NEW YORK
Associate Creative Director, Copy
Hired as Senior Copywriter, promoted to ACD in 2025
Lead concept development for integrated campaigns across Unilever, Barilla, LEGO, Intuit, Talenti, HP, Ajinomoto, PepsiCo, and TJX brands
- 2020- 2021** DELOITTE - NEW YORK
Senior Copywriter
Co-led Olympics sponsorship content at Deloitte's internal agency
- 2017- 2020** DIGITAS - BOSTON
Associate Copywriter
Created social-first campaigns for Dunkin', CVS, and a banking client
- 2015- 2016** M&C SAATCHI - BEIRUT
Copywriter
Pitched new clients and wrote bilingual copy for international brands
- 2014- 2015** PUBLICIS WORLDWIDE - BEIRUT
Copywriter
Drove creative development of social campaigns for Jeep and Absolut Vodka, leading to a quick promotion from Junior Copywriter

SKILLS

Presentation

Copywriting

Earned Media

Leadership

Concepting

Writing

Social Media

LANGUAGES

English • Arabic • French



COMMUNITY

SWANA at ADCOLOR
steering committee member
2018 - PRESENT

AWARDS

Gold Effie, Sustained Success 2026
One Show 2018, 2023
D&AD Wood Pencil 2023
Bronze Clio 2023
Anthem Best of Award 2023
PR Week Awards 2023
Digitas Creative Women >30 2019
Finalist: Cannes Young Lions 2019
Webby for Good 2018