

Adam Dellavecchia Sovel

Copywriter

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adamthecopywriter.net

Employment

Copywriter @ Le Truc: 2025-Present

Pop Tarts, Tide, new business.

Copywriter @ Deutsch: 2024-2025

Grew Dr Pepper's TikTok from scratch to 1.7MM followers; work credited in helping Dr Pepper pass Pepsi; wrote 2 seasons of the famed "Fansville" TV campaign; helped Dr Pepper Creamy Coconut become their most successful flavor release to date.

Touched Dr Pepper, Snapple, Canada Dry, NerdWallet, PetSmart, Taco Bell, Credit One, Pizza Hut, and other brands.

Jr Copywriter @ Deutsch: 2022-2024

Copywriter Intern @ Doner: 2021-2022

Penn National Gaming, Owens Corning, JBL,

Education

College For Creative Studies: 2018-2022

BFA in Advertising (focus in Copywriting)

VCU Robertson Rush: 2021

Novi High School: 2014-2018

Recognition

Featured In:

AdAge, AdWeek, Clios, Forbes, Sports Illustrated, Wall Street Journal, Washington Post, The Drum, Marketing Dive, People, FanSided, Little Black Book, and more.

Hardware:

1X AdWeek Agency of the Year
1X AdAge Marketer of the Year
2X One Show Shortlist
3X One Show Shortlist
1X Shorty Awards: Best Use of TikTok
1X Shorty Awards: Organic Social Media
1X Shorty Awards: Best Use of Trends

Student Hardware:

Young Ones, Communication Arts, Addys, The D Show, New York Festivals, and One Club Portfolio Night.

2019, 2020, 2021: CCS President's List

Skills

Creative problem solving, copywriting, script writing, social media, AI prompts, cracking jokes, eating, talking sports.