CARTER HALVORSEN

COPYWRITER

PROFILE

Hello. I'm Carter. I write and concept ads for TV, OOH, radio, social, and brand activations. I'm a BYU adlab graduate, and the rare recipient of both Agency of the Year, and In-house Agency of the year back to back. I've made news and ads, run a standup comedy club, written some sci-fi books, and a fourth really hireable thing here. And I am a never-ending well of proactive ideas that will make people laugh then buy your stuff. Which without being presumptive, I imagine is important to you.

WORK EXPERIENCE

Local Produce @ Instacart

Copywriter 2026

Super Bowl social: Great Banana Debate. Costco TV. Toronto Tempo. Clementine Cart Assistant Campaign. Holiday Rerun.

Instacart, Lake Hour, and other Brands

Freelance Copywriter and Creative 2025 - 2026

Instacart Claymation Holiday campaign. (TV, radio, social and activations). Summer Like it's 1999. Spirit Halloween X Sunday Scaries, Instacart X Kids Choice Awards. Third Eye Blind X Instacart Concert. Petco. Lake Hour TV

Tombras, NY

Copywriter
Jr. Copywriter 2023 - 2025

Zaxby's, Sunchips, Archer, PODS, RXBAR, Nutrigrain, Club, Spirit

EDUCATION

BYU Adlab (BA in Creative Advertising)

Creative Track: Copywriter 2020-2023

Pitched to Amazon, The Chosen, and the Utah Chamber of Commerce. Wrote promotional materials and radio for Sundance recruiting event. Creative lead or "Labrat," for my track. Taught incoming classes as a TA for the intro class. Graduated with really good grades.

Humor U Standup Comedy Club

President 2020-2023

Taught comedy theory, wrote and performed paid standup comedy gigs. Wrote weekly newsletters with comedy writing advice, tips, quotes, etc. Organized weekly meetings, ran auditions, cast monthly shows, then MC'd them. Ressurrected the club from 3 members back to 85.

AWARDS

AICP / Clios (Speciality) / ADC (Gold) / Andy Shortlist / Young Ones Pencil (Bronze) / Telly (Silver, Gold) / Student Emmy / Webby's / Agency of the Year 2025 (Tombras) / In-house Agency of the Year 2026 (Local Produce) / Eagle Scout

WORK FEATURED IN

Adage / Billboard / Entertainment Tonight / Fast Company / Little Black Book / FOX / Adweek / People / The Today Show / USA Today / Variety / Space.com

CONTACT

801-918-7576

carter.halvorsen@gmail.com

carterhalvorsen.com

---

in case you get bored

