

SUMMARY

Copywriting is a way for me to blend my desire to be creative with my compulsion for research. When I'm working on a project—either internal or for a client—I'm not comfortable until I feel every part is optimized to be the best and most effective it can be.

EXPERIENCE

The Arthritis Foundation, Atlanta GA— *Brand Copywriter*

DEC 2019—PRESENT

- Reviewing all external communication to ensure tone and language match brand messaging guidelines.
- Handling writing, editing, and reviewing tasks for seven tonally-different newsletters; working with multiple departments to do so.
- Creating a new email nurture stream addressing the different needs and interests of patients living with the eight most common types of arthritis.
- Interviewing constituents one-on-one to produce insightful social content and blog posts focusing on patient stories and the true experience of living with arthritis every day.

SimplePart, Atlanta GA—*Copywriter*

JULY 2018—DEC 2019

- Jump-started a branding campaign for the company itself, to inform and educate both current and prospective clients.
- Developed marketing and informational collateral for internal use by other divisions within the company.
- Crafted email campaigns and promotions for over a dozen different clients, written within each brand's language and guidelines.

The Flying Biscuit Cafe, Atlanta GA—*External Marketing Lead*

SEPTEMBER 2014—JULY 2018

- Designed and wrote promotional monthly newsletters.
- Crafted email marketing campaigns for new and former customers.

AppsNMotion, Chamblee GA—*Marketing Media Lead*

MARCH 2013—AUGUST 2014

- Wrote the entirety of copy for the business and consumer sides of website, developing unique voices for each by necessity.
- Created content for social media (Twitter and Facebook), as well as handling all social media accounts.
- Worked alongside Marketing team to devise cost-effective ways to promote the first product—a restaurant-rating app called blinQlinQ.

SKILLS

- Adobe Photoshop
- Adobe InDesign
- Adobe AfterEffects
- Adobe Premiere
- Reaper/Audio Editing
- Moz/SEMRush
- MailChimp
- Canva
- HTML/CSS
- AdWords
- Google Analytics
- AP Style
- Proofreading

AWARDS

- Silver - Creative Circus Student Awards
Pink Pearl
15-second commercial
- Dean's List
Oglethorpe University

EDUCATION

The Creative Circus, Atlanta GA — *Copywriting* - GPA: 3.64

JANUARY 2016 — DECEMBER 2017

Oglethorpe University, Atlanta GA — *Bachelor of Arts* - GPA: 3.45

AUGUST 2008 — MAY 2010

ADDITIONAL INTERESTS

The Outdoors - I enjoy being outside as much as possible, whether it's hiking, fishing, camping, kayaking, or just sitting on my front porch and reading a good book at night.

Podcasting - I currently host, edit, and produce two podcasts: The ConspiraTea Podcast, a podcast covering a variety of macabre subjects like weird cults and spooky paranormal stories, and Out of History, a queer history podcast discussing the lost or undiscussed history of the LGBTQ+ community.

History (in general) - For my whole life, I've had a thirst to learn as much as I can, a trait only exacerbated when I decided to become an English major. Right now, my favorites are Middle Eastern history and South American history, but I love reading mythologies, folktales, and personal stories from all over.