

Becky (Darling) Hauswirth  
[www.beckyhauswirth.com](http://www.beckyhauswirth.com) | becky.darling@comcast.net

#### Group Copy Supervisor, Havas Worldwide

October 2019 – present, San Francisco

- Write, edit, and review integrated, national campaigns for healthcare clients (**Aimovig®**, **vorvida®**), including social media, homepage assets, microsites, email, brochures, banners, etc.
- Wrote a new website for **vorvida®** and helped launch it via social media and CRM content, plus digital banners and UX copy.
- Created a messaging matrix for **Freespira** that covered clinical and consumer-friendly categories.
- Wrote **Aimovig®** photoshoot assets (character backstories plus shot and props lists).
- Manage 2 copywriters.

#### Copy Manager, SquareTrade

April – August 2019, San Francisco

- Responsible for copy across all customer and partner (**Walmart**, **Amazon**, **Sam's Club**) touchpoints, including websites, microsites, Facebook ads, B2B campaigns, print collateral, etc.
- Wrote UX copy for user journeys, checkout flows, product pages, and more.
- Created and implemented an SEO strategy.

#### Stay-at-home Mom

September 2017 – March 2019, Oakland

#### ACD Copy, Peet's Coffee & Tea

April – July 2017, Emeryville

- Created concepts and copy for POS, website, social, merchandise, and packaging.
- Wrote long-form positioning statements and all marketing materials for new and existing products.
- Managed four writers in the copy department (two worked in-house and two worked remotely).

#### Senior Copywriter, Sam's Club Ecommerce

February 2016 – February 2017, San Bruno

- Wrote wireframe, UX and SEO copy, along with messaging for small promotional pushes to massive holiday campaigns.
- Improved brand alignment by collaborating with department stakeholders to update templates and content docs for briefs, content calendars, and style guides.
- Managed copywriters and interns.

#### Senior Copywriter, Swirl

June 2014 – January 2016, San Francisco

- Created copy for bus shelter ads designed to look like social posts for the **San Francisco Zoo**—along with creating the actual social material on Instagram, Facebook, and Twitter.
- Wrote over twenty video scripts for **Walmart's Holiday Hub** campaign (with Melissa Joan Hart and Anthony Anderson).
- Wrote the UX for an interactive healthcare microsite for **Walmart**.
- Managed copywriters and interns.

#### Senior Copywriter, Questus

September 2013 – May 2014, San Francisco

- Rebranded **Starbucksstore.com** by pairing a mobile-first experience with a strategic story via tone, layered content, and functionality.
- Concepted and crafted a microsite for **Starbucks** Blonde Roast to align with the rebranded store site.

#### Copywriter, Freelance

May - June 2013, San Francisco: SapienNitro

- Uncomplicated complicated technologies to communicate clear consumer benefits and differentiate similar products for the global redesign of **Sony.com**.

December 2012 – April 2013, San Francisco: BloomThat, Amazon Advertising, etc.

- Wrote strategy documents, style guides, microsities, email and social campaigns, plus video content.

September – November 2012, San Francisco: Sequence

- Wrote a manifesto and a style guide for the online gaming site **Pogo.com**.
- Rebranded and rewrote a website for the development company **Vinsol**, including complex case studies and an improved CTA strategy.

February – August 2012, Boston: Life is Good, Improv Asylum, etc.

- Created copy for a diverse line of products at **Life is Good** (clothing, outerwear, and accessories).
- Wrote POS, outdoor, and website content, along with email and social campaigns for **Improv Asylum**.

#### Copywriter, Digitas

November 2010 – February 2012, Boston

- Rebranded and rewrote **Goodyear.com** (from homepage to interstitial).
- Created a microsite for **Sharpie** to engage a younger, creative demographic.
- Won the chance to pitch our campaign to **Chapstick** after competing with teams internally.

#### Junior Copywriter, Engine Company 1 (now Chemistry Club)

February – October 2010, San Francisco

- Wrote POS, outdoor and website content, plus email and social campaigns for **Rubio's, California Pizza Kitchen, The 49ers, The Monterey Bay Aquarium, Whole Foods, and Heinz**.

#### Copywriting Intern, R/GA

January – March 2009, San Francisco

**Miami Ad School** September 2009, San Francisco, CA

Copywriting Portfolio Program

**Creative Department** April 2007, San Francisco, CA

Copywriting and Concepting

**Academy of Art University** May 2006, San Francisco, CA

Advertising and Marketing Strategies

**St. Lawrence University** May 2002, Canton, NY

Bachelor of Arts Degree – English Literature