

#### Owner, Darling Copywriting

April 2022 – Present, Oakland

- Increase organic traffic by implementing SEO strategies (keyword research, use keywords in multiple formats throughout a website, create backlinks and write content).
- Automate drip email campaigns in HubSpot and Mailchimp for welcome and cart reminders, plus nurture post-purchase emails recommending related products.
- Write seasonal (3-month) email, blog, and social media content calendars.
- Manage targeted ad campaigns on Google, AudioGo and more.

#### Contract Copy Director, Princeton10

December – February, remote

- Created integrated campaign materials for a conference, including pre- and post-conference emails, bus wraps, highlight reel storyboards, and booth merchandise (trivia cards, cups, etc.).

#### Group Copy Supervisor, Havas Worldwide

October 2019 – March 2022, San Francisco

- Wrote, edited, and reviewed national campaigns for pharmaceutical clients (**Aimovig and BioMarin's PALYNZIQ and VOXZOGO**), including website assets, microsites, email, brochures, and banners.
- 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).
- Managed two copywriters.

#### Contract 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, and print collateral.
- 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

#### Contract 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 in-house and two remote).

#### Contract 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

- Wrote copy for bus shelter ads designed to look like social posts for the **San Francisco Zoo**, and created the corresponding social material on Instagram, Facebook, and Twitter.

- Wrote over 20 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.

#### Contract Copywriter

May – June 2013, San Francisco: SapientNitro

- Uncomplicated complex 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, and video content.

September – November 2012, San Francisco: Sequence

- Wrote a manifesto and 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.

#### Contract 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

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

Bachelor of Arts Degree – English Literature