

Becky Hauswirth  
Senior Copywriter | Based in Lafayette, CA 94595  
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## Strengths

- Growth & Retention: Optimized lifecycle drip campaigns to recover 15% of carts and boost AOV by 20%.
- Conversion Strategy: Drove 86% conversion spikes and 25% higher CTR through rigorous A/B testing and interactive UX.
- Creative Brand Architect: Revitalized legacy brands (Starbucks, Amazon) via gamified storytelling, scaling communities to 2M+.

## Skills

- HubSpot & Mailchimp (marketing automation)
- HubSpot CRM (CRM management)
- Canva & Later (social media management)
- Google Analytics 4 (tracking user behavior, e-commerce insights)
- Google Optimize (A/B testing)
- SEMrush & Moz (keyword research, site audits)
- Hotjar (heatmapping for UX)
- Figma & Sketch (wireframe collaboration)

## Summary

I bring 16 years of narrative leadership for global icons, bridging storytelling with UX and lifecycle strategy to drive growth. I'm also a proven mentor skilled in content governance and scaling multi-channel brand communities.

## Experience

### Owner, Darling Copywriting LLC

April 2022 – Present, Oakland

- Increase conversion for e-commerce landing pages through benefit-driven copywriting and A/B testing CTAs (e.g., from 1.2% to 2% for a footwear brand).
- Leverage niche, localized offerings and personalized email reminders to boost attendee conversion (recently 1.4% to 2.1% for a Berkeley-based space).
- Develop niche-specific content strategies focused on utility and hacks; utilized 10-part video scripts and educational carousels to maintain a 4% save rate for a sustainable refill shop.

### Contract Copywriter, Princeton10

December 2023 – February 2024, remote

- Executed high-impact campaign copywriting for a major pharmaceutical convention; authored regulatory-compliant messaging for large-scale billboards, bus wraps, and educational video demonstrations.

### Group Copy Supervisor, Havas Life

October 2019 – March 2022, San Francisco

- Launched a new healthcare brand identity, creating a consistent voice across web, email, and social that led to a 6% lead-to-sale conversion.
- Humanized Aimovig's clinical data via empathy-led patient personas for the 'Know Migraine Mission'; visual storytelling drove a 24% YoY volume surge and a market-leading 46% share.
- Boosted email (CTR) by 25% for a national rare disease campaign by using personalized content and A/B testing subject lines for length and punctuation.

### Contract Copy Manager, SquareTrade

April – August 2019, San Francisco

- Boosted phone plan purchases by 15% through a targeted, high-performing social ad campaign.
- Developed point-of-sale signage copy that drove a 12% average sales uplift for appliance plans.
- Reduced post-launch copy edits by 65% through a rigorous, multi-stage proofreading and review process.

### Stay-at-home Mom

September 2017 – March 2019, Oakland

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

April – July 2017, Emeryville

- Boosted message-market fit for paid social by identifying and neutralizing taste and up-charge objections in comments and messages.

- Developed brand positioning and new product materials in close collaboration with the Roastmaster, requiring minimal oversight.

#### Contract Senior Copywriter, Sam's Club eCommerce

February 2016 – February 2017, San Bruno

- Crafted a time-sensitive holiday drip campaign that recovered 15% of abandoned carts during Black Friday and Cyber Monday.
- Captured upsell opportunities through a comprehensive holiday gift guide, leading to a 20% rise in Average Order Value.

#### Senior Copywriter, Swirl

June 2014 – January 2016, San Francisco

- Increased new membership at the San Francisco Zoo by 5% by executing a dual-channel campaign using engaging OOH ads and managing content production across Instagram and Facebook.
- Drove substantial traffic to the Walmart 'Holiday Hub' landing page by crafting 20+ compelling video scripts that achieved a 2% CTR.

#### Senior Copywriter, Questus

September 2013 – May 2014, San Francisco

- Led the Starbucks Blonde Roast microsite launch, leveraging sensory copy and interactive UX to drive 70% incremental retail sales and an 86% conversion spike among new audience segments.
- Enhanced internal brand alignment by collaborating with department heads to develop and implement standardized content templates and style guides.

#### Contract Copywriter

- May – June 2013, San Francisco: SapientNitro
- December 2012 – April 2013, San Francisco: Amazon Advertising
- September – November 2012, San Francisco: Sequence
- February – August 2012, Boston: Life is Good, Improv Asylum, etc.

#### Copywriter, Digitas

November 2010 – February 2012, Boston

- Led the end-to-end rewriting of Goodyear.com, encompassing the entire user journey from homepage to microcopy.
- Led Sharpie's youth-market revitalization via gamified social experiences; scaled digital community to 2 million fans and established a dominant brand voice through high-engagement, irreverent storytelling.
- Reimagined ChapStick as a 'performance' essential through the 'Kiss Longer' campaign; utilized handcrafted dioramas and original photography to pivot brand perception from utility to lifestyle.

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

February – October 2010, San Francisco

- Authored versatile campaign content across all media types (POS, OOH, web, email, social) to meet the diverse needs of major clients such as Whole Foods and Heinz.

#### Copywriting Intern, R/GA

January – March 2009, San Francisco

#### Education

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

Copywriting Portfolio Program

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

Bachelor of Arts Degree – English Literature

#### About Me

I am a Boston-born creative with 16 years of agency grit and global brand leadership. I combine high-level narrative strategy with the hustle of a proven business owner.