

Becky (Darling) Hauswirth
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Advertising Copywriter, Darling Copywriting

April 2022 – Present, Oakland

- Write strategic, creative websites or refresh existing website content.
- Create email and social media campaigns, along with reoccurring content, such as blog posts.
- Develop concepts for big and small campaigns.
- Create a variety of messaging options for brands looking to include new audiences and/or offerings.

Group Copy Supervisor, Havas Worldwide

October 2019 – March 2022, San Francisco

- Wrote, edited, and reviewed integrated, national campaigns for healthcare clients (**Aimovig®**, **vorvida®**), including social media, homepage 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

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