

# Becky Hauswirth

1341 Juanita Dr., Lafayette, CA • 415-418-4337 • becky@darlingcopywriting.com •  
linkedin.com/in/becky-hauswirth-3ba39911

## Performance Copywriter and Creative Strategist

I have 16 years' experience shaping brand and product voices to drive measurable commerce growth — I recovered 15% of abandoned carts in a 72-hour drip, raised AOV 20%, and powered 24% YoY volume growth. I run A/B and keyword analysis, design full-funnel content, and pair clear, on-brief storytelling with data to delight audiences and deliver measurable results.

### WORK EXPERIENCE

#### **Darling Copywriting LLC** **Owner**

**04/2022 – Present**  
**Lafayette**

- Grew attendee conversion from 1.4% to 2.5% in one quarter by testing timing/subjects, adding localized offers, and triggering reminders to non-responders in HubSpot.
- Lifted a key landing page conversion rate from 1.2% to 2.3% in 90 days using A/B tests and Google Analytics (GA4), while ensuring copy and visuals stayed consistent with brand voice and guidelines.
- Created a 10-part video series and educational carousels that sustained a 4% save rate for six months, using AI-assisted research and topic clustering to inform content.

#### **Havas Life** **Group Copy Supervisor**

**10/2019 – 03/2022**  
**San Francisco**

- Launched a healthcare brand across web, email, and social, achieving a 6% lead-to-sale in the first 90 days, while ensuring FTC-compliant wellness claims, clear disclosures, and substantiation.
- Humanized clinical data with empathy-led personas for the Know Migraine Mission, driving 24% YoY volume growth and 46% market share within the first two quarters post-launch.
- Improved national rare-disease email CTR by 25% 10-week optimization cycle through personalized content and subject-line A/B testing.

#### **SquareTrade** **Contract Copy Manager**

**04/2019 – 08/2019**  
**San Francisco**

- Increased phone-plan purchases by 15% over a 12-week campaign with targeted social creative.
- Cut post-launch copy edits by 65% by implementing a multi-stage proofreading and review process.
- Partnered with customer service and third-party agencies to surface insights on existing and prospective users, enabling customized audience segmentation and personalized cross-channel messaging.

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

**04/2017 – 07/2017**  
**Emeryville**

- Improved paid-social performance by moderating comments, addressing taste/price objections, and turning insights into new headline/CTA tests.
- Coordinated with demand gen to identify editorial/research opportunities, boosting paid-social performance by moderating comments, addressing objections, and A/B testing headlines/CTAs.

#### **Sam's Club** **Contract Senior Copywriter**

**02/2016 – 02/2017**  
**San Bruno**

- Recovered 15% of abandoned carts during Black Friday/Cyber Monday with a time-sensitive 3-step drip, A/B testing subject lines, send times, and urgency CTAs.
- Built a shoppable holiday gift guide and modular cross-sell cards, increasing AOV 20% by testing layouts, offers, and on-page placement.

<b>Swirl</b> <b>Senior Copywriter</b>	<b>06/2014 – 01/2016</b> <b>San Francisco</b>
<ul style="list-style-type: none"> <li>• Grew the San Francisco Zoo membership by 5% with a dual-channel OOH and social campaign.</li> <li>• Wrote 20+ video scripts for Walmart’s Holiday Hub, achieving a 2% CTR by testing hooks, titles, and end-card CTAs.</li> </ul>	
<b>Questus</b> <b>Senior Copywriter</b>	<b>09/2013 – 05/2014</b> <b>San Francisco</b>
<ul style="list-style-type: none"> <li>• Led the Starbucks Blonde Roast microsite launch with sensory copy and interactive UX, delivering a 70% incremental retail sales and an 86% conversion spike.</li> <li>• Enhanced internal brand alignment by collaborating with department heads to develop and implement standardized content templates and style guides.</li> </ul>	
<b>SapientNitro</b> <b>Contract Copywriter • Contractor</b>	<b>05/2013 – 06/2013</b> <b>San Francisco, CA</b>
<b>Sequence</b> <b>Copywriter • Contractor</b>	<b>09/2012 – 11/2012</b> <b>San Francisco, CA</b>
<b>Life is Good and Improv Asylum</b> <b>Copywriter • Contractor</b>	<b>02/2012 – 08/2012</b> <b>Boston, MA</b>
<b>Digitas</b> <b>Copywriter</b>	<b>11/2010 – 02/2012</b> <b>Boston</b>
<ul style="list-style-type: none"> <li>• Rewrote Goodyear.com end-to-end—homepage to microcopy—improving task completion and conversion via UX copy tests (headlines, nav labels, CTAs).</li> <li>• Scaled Sharpie’s youth digital community to 2M+ via gamified social—tested hooks, incentives, and CTAs to drive sign-ups and engagement.</li> </ul>	
<b>Engine Company 1 (now Chemistry Club)</b> <b>Contract Junior Copywriter</b>	<b>02/2010 – 10/2010</b> <b>San Francisco</b>
<b>R/GA</b> <b>Copywriting Intern</b>	<b>01/2009 – 03/2009</b> <b>San Francisco</b>

## EDUCATION

<b>Copywriting Portfolio Program</b> Miami Ad School	San Francisco, CA • 09/2009
<b>Bachelor of Arts Degree in English Literature</b> St. Lawrence University	Canton, NY • 05/2002

## SKILLS

Ahrefs, Asana, Canva, ChatGPT, Claude, Figma, Google Analytics 4/GA4, Google Optimize, Hotjar, HubSpot, Later, Mailchimp, Microsoft Teams, Monday.com, SEMrush, Sketch, Slack, Trello