

EXPERIENCE

FREELANCE WRITER | JANUARY 2021 – PRESENT

- Composing professional copy and content for multiple clients, from startups to enterprise-level businesses

CREATIVE DIRECTOR | SOPHOS MARKETING | JUNE 2018 – JANUARY 2021

- Startup ad agency's first hired employee, charged with leading creative for all brand and client work
- Developed all company branding, messaging, and brand strategy from the ground up
- Wrote ad copy for over 150 clients, including NTT DATA, 7-Eleven, ESPN, Embassy Suites, Expedia Cruises, and The University of North Texas at Frisco
- Learned and mastered Webflow; designed and wrote the company website in its entirety
- Responsible for end-to-end implementation, monitoring, and optimization of all outbound marketing: SEM ad copy and landing pages, drip email campaigns, display, social media, and various print media
- January 2021: Resigned to grow my freelance business full-time

SENIOR COPY & CONTENT WRITER | CAPITAL ONE | OCTOBER 2016 – JUNE 2018

- Lead writer for the Auto Navigator product; managed internal copywriters and third parties to ensure brand voice compliance, and championed constant iteration and tonal improvement
- Crafted monthly articles for the Auto Content team and took charge of new production, including video concepts, auto reviews, and recurring article concepts
- Wrote SEM copy generating over \$17MM in loan originations
- Conceptualized and wrote several direct mail pieces, all of which outperformed a long-standing control creative by 10% (open rate and gross response rate)
- Wrote and led development of the Capital One Consumer Auto Stylebook, now the standard for all writing in the Auto Finance LOB
- Hired as one of only three full-time creatives in Auto Finance

FREELANCE WRITER | FEBRUARY 2016 – OCTOBER 2016

- Featured content writer for AnimalPlex.com
- Wrote content, ad copy, taglines, scripts and digital ads (including complete digital campaigns) for multiple clients

ACCOUNT COORDINATOR, COPYWRITER | McCARTHY ADVERTISING | MARCH 2014 – FEBRUARY 2016

- Wrote scripts, press releases, SEM copy, digital ads (banners, landing pages, e-campaigns), direct mail and print ads
- Produced and directed monthly commercial shoots and audio spots
- Directly managed 15 accounts, proposed goals and creative concepts to clients, and relayed feedback to the creative team
- Maintained ROI for all digital ad campaigns using lead-based data and analytics

EDUCATION

Bachelor of Arts, Journalism & Advertising
University of Oklahoma | Norman, OK
Minor in Spanish

SKILLS

SEM; Social; Content; Journalism; MS Office;
Apple iOS; Adobe CC (Photoshop, Illustrator,
After Effects); AP Style; Webflow