

EXPERIENCE

GreenRubino social media writer *February 2017 – August 2017*
Created content across Facebook, Twitter, and Instagram. Optimized copy for each social channel, helped schedule content, and provided community management when needed.

Anker freelance copywriter *September 2016 – January 2017*
Wrote for social media channels and provided community management when needed. Also wrote scripts for radio, pre-roll videos, landing page copy, and email copy.

HTC America freelance copywriter *October 2014 – June 2016*
Worked on concepts for campaigns launching flagship products and other devices. Involved in a positioning/rebranding effort. Provided copy for banner ads, training materials, marketing emails, website content, in-store signage, social media posts, radio scripts, and video scripts.

Blue Nile copywriter *September 2012 – May 2014*
Wrote marketing emails and headlines for banner ads. Provided technical website copy, product descriptions, social media posts, and copy for print publication. Helped concept for seasonal advertising campaigns, as well as a rebranding campaign. Worked on landing page copy and other promotional materials, such as press releases.

DNA Seattle freelance copywriter *April 2012*
Worked on emails for accounts like Rhapsody. Wrote radio scripts and worked on naming projects for marketing events and local businesses. Helped concept campaigns for clients such as Group Health.

Zulily copywriter *June 2011 – March 2012*
Wrote daily product descriptions. Worked on headlines and body copy for editorial pages on the website.

Wong Doody creative internship *April 2010 – August 2010*
Worked on scripts for radio and video. Wrote in-store signage and copy for banner ads.

EDUCATION

- School of Visual Concepts
September 2008 – March 2010
- Bachelor of Arts Degree from Washington State University's Edward R. Murrow College of Communication *May 2008*

RELATED SKILLS

- Works well in groups
- Meets deadlines with a cool demeanor
- Has a sense of humor
- Editing