nate DAVIS

copywriting + editing + branding

experience

brick & mortar wines, Stow Energy, Left Coast Architecture, Truity, et al, Bay Area, CA | 2020-22
Freelance copywriter (web, collateral, print, ecommerce, social media, UX...)
+ Researched and strategized with aplomb, to create authentic brands, zesty copy, and higher conversions.
+ Hit deadlines and delighted clients with prioritization, time management, and relentless joie de vivre.

Narrative Podcasts / Shelter in Place podcast, Oakland, CA | 2020-22
Creative director, editor, copywriter
+ Co-designed curriculum, mentored, and taught DEI award-winning podcast training program.
+ Co-wrote scripts, edited stories, and performed voiceover for award-winning scripted podcast.
+ Earned top 1% global podcast ranking with effective email marketing, social posts, and thorough SEO.

Branagh Development, Lafayette, CA | 2019-2020
Brand strategist, copywriter, and digital marketing + SEO manager
+ Wrote inspiring vision & values; built brand guidelines; drafted emails; designed hit brochure and collateral.
+ Increased Instagram following by 2.5x in six months; built new lead pipelines with FB & Google profiles.
+ Gained top-10 website SEO in key business categories with comprehensive copywriting, editing & UX overhaul.

HiRoad, San Francisco, CA | 2017-2019
Lead copywriter (brand, CX, email, social media, UX, web, blogging, + more)
+ Developed a uniquely engaging lifestyle brand story to stand out in a commoditized category.
+ Wrote or edited all copy: 250+ app screens, 150 social posts, 100+ tips, emails, and FAQ's, 30+ blog posts & more.
+ Ensured CX innovation by partnering with Insights team on quantitative testing, user feedback & analytics.

Hero Digital, San Francisco, CA | 2015-17
Senior UX copywriter (client: tech giant headquartered in Cupertino)
+ Wrote pitch-perfect ecommerce, product & UX copy for one of the world's most polished brands
+ Increased conversions and revenue by streamlining checkout process with design & UX teams.

Sony, San Francisco, CA | 2013-15
Editorial manager (web copywriting, UX, SEO, & cross-functional collaboration)
+ Directed copywriting for responsive global website launched in 60 countries.
+ Managed 3-6 in-house and agency writers for cohesive style, technical accuracy, and effective collaboration.
+ Drove global style guide update: voice and tone, usage, trademarks, translation, footnotes, and glossary.
+ Iterated team creative process via user data from analytics and SEO teams.

Freestyle Interactive, San Francisco, CA | 2008-2009
Digital copywriter (clients: Boost Mobile, EA, and Reebok)
+ Honed the skills of the six-second message, clear call to action, and versatile copywriting styles.
+ Cranked out big campaign ideas and detail-oriented copy for banners, emails, websites & social media.

education

Brainco Minneapolis School of Advertising, Minneapolis, MN | 2002-2004
Copywriting graduate; gained collaboration, critique, research, & storytelling skills; created print portfolio and prize-winning radio spot.

Hillsdale College, Hillsdale, MI | 1996-2000
B.A., English + Philosophy double major;
full tuition academic scholarship & honors program graduate.

contact

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passions

Racing my yesterday + Reading great fiction + Releasing your idea