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## Branch (Remote)

Senior Copywriter | November 2021 to June 2023

### TYPES OF WORK:

Brand messaging, referral marketing, video scripts, email, onboarding flows, performance marketing, sales/CS scripts, thought leadership, B2B, employee experience

### HIGHLIGHTS:

- Annual written premium (primary growth metric) grew 4.5x YOY to \$150 million in 2022
- Built an award-winning employer brand, recognized as a Glassdoor Best Place to Work

## 2e Creative (St. Louis, MO)

Senior Copywriter → Copy Supervisor | March 2021 to November 2021

### TYPES OF WORK:

Brand messaging, product launches, brand campaigns, sales enablement assets, marketing collateral

### HIGHLIGHTS:

- Promoted to Copy Supervisor after just 6 months
- Worked on Alcon, the global leader in eye care, with dozens of cutting-edge surgical brands

## Kasasa (Austin, TX)

Senior Copywriter | April 2020 to March 2021 • Copywriter → Copy Lead | February 2012 to March 2015

### TYPES OF WORK:

Brand guidelines, TV/radio/print/digital ads, local market activations, OOH and point-of-sale advertising, in-branch collateral, social, email, content, compliance

### HIGHLIGHTS:

- Kasasa accounts grew to 625k+ by March 2015, now over 2.25 million
- Won a companywide award for "Badassitude"

## Freelance

Brand Consultant, Copywriter | October 2018 to present

### TYPES OF WORK:

Naming, branding, customer onboarding, push notifications, email campaigns, point-of-sale signage

### CLIENTS:

- XFL, betPARX, Fliff, Energizer, FireKeepers Casino & Sportsbook, Real Vision Crypto

## FleishmanHillard (St. Louis, MO)

Senior Copywriter, Managing Supervisor | September 2018 to November 2019

### TYPES OF WORK:

Brand guidelines, style guide, award entries, B2B, case studies, narrative development, video scripts, thought leadership, HR/recruiting materials, pitch decks

### HIGHLIGHTS:

- First-ever, back-to-back wins for PRWeek and Holmes Report U.S. Large Agency of the Year
- Client work included Jordan Brand (Nike), Levi's, Patagonia, and Spartan Motors

## World Wrestling Entertainment (Stamford, CT)

Copywriter | December 2016 to August 2018

### TYPES OF WORK:

TV/print/digital ads, video scripts, catchphrases, merch, naming, partner integrations, social, company values, CSR, live events, email, B2B, speechwriting, pitch decks

### HIGHLIGHTS:

- Concepted #SpeakWWE, a social campaign to fuel UGC content
- Millions of video views, all over the world

## FanDuel (New York, NY)

Senior Copywriter, Team Lead | April 2015 to December 2016

### TYPES OF WORK:

Brand messaging, landing pages, email, video scripts, performance marketing, onboarding flows, NFL/NBA integrations, radio, live events, UI, product launches

### HIGHLIGHTS:

- Ad copy tested better than CAC benchmarks across digital, radio, and affiliate channels
- Led the copy side of a full rebrand

## Red Ventures (Charlotte, NC)

Copywriting Intern → Copywriter | June 2010 to February 2012

### TYPES OF WORK:

Microsites, landing pages, direct marketing, SEO content

### HIGHLIGHTS:

- Sold a lot of DirecTV via SEO and direct marketing

EDUCATION Bachelor of Journalism in Advertising/Strategic Communication | May 2010 | University of Missouri