Devon Pass

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Senior copywriter with 10+ years of experience crafting high-performing brand, marketing, and UX copy for leading retail and tech companies. Expert at translating strategy into clear, compelling messaging across email, web, app, social, paid media, and print. Known for strong editorial judgment, brand stewardship, and calm execution in fast-paced, deadline-driven environments.

CORE SKILLS

- Brand & campaign copywriting
- Email & app marketing
- Social & paid media copy (Instagram, TikTok, Facebook, YouTube, audio)
- UX writing & content design
- Creative strategy decks
- A/B testing & SEO optimization
- Copyediting & proofreading
- Cross-functional collaboration (design, marketing, engineering)

PROFESSIONAL EXPERIENCE

Freelance Writer & Author | North Bend, WA Nov. 2024–Present
• Pitch and write personal essays and reported stories, with published work appearing on Substack and RunnersWorld.com. • Wrote a full book proposal for my debut memoir and queried literary agents.

Marketing Copywriter | Nordstrom | Seattle, WA May 2017–Oct. 2024
• Wrote brand-right marketing copy for high-visibility campaigns across email, web, app, social, paid media, and in-store signage for a Fortune 500 retailer reaching millions of customers weekly. • Owned editorial content across multiple product categories, including women's shoes, fine jewelry, handbags, accessories, swimwear, activewear, kids, weddings and home. • Developed creative strategy decks and messaging for key campaigns such Valentine's Day, back to school, seasonal sales, and women's occasion. • Partnered closely with designers, project managers, stylists, and video editors to deliver cohesive, multi-channel campaigns. • Applied SEO best practices and leveraged AI tools to brainstorm, optimize, and refine copy while maintaining brand voice and quality.

Product Copywriter | Nordstrom | Seattle, WA July 2015–May 2017
• Wrote compelling, conversational selling copy for Nordstrom.com, specializing in women's apparel, bridal, and fine jewelry. • Collaborated with operational teams to ensure accurate product details and meet deadlines. • Independently managed a high-volume workload while maintaining brand standards and consistency.

UX & Marketing Copywriter | Redfin | Seattle, WA Oct. 2012–July 2015
• Lead UX copywriter for web and app features, including Hot Homes, Shared Search, Home Dashboard, and Book It Now. Wrote feature messaging, marketing emails, and copy for A/B testing. • Lead copywriter for marketing materials for print and web. • Collaborated with designers, marketing analysts, product managers, and developers. • Interviewed clients and wrote real estate success stories for Redfin.com. • Led development and maintenance of a copywriting style guide for all customer-facing content.

Proofreader/Copy Editor | HackerAgency | Seattle, WA Sept. 2009–Nov. 2011
• Led proofreading and copyediting for AT&T direct mail, web, and email advertising campaigns. • Ensured all copy met brand, style, and legal requirements before stamping final approval. • Updated client style guide and legal disclaimer document. • Improved internal review processes to increase efficiency.

EDUCATION

University of Washington
B.A. Communication – Journalism, 2009
3.7 GPA

RECOMMENDATIONS

"Devon is a copy manager's dream. She not only writes great, on-brand copy, she hits every deadline, often working ahead so she's the first one volunteering for that inevitable hot project."
—Marcie Rouman, Senior Managing Editor at Nordstrom

"Devon blends creativity with competence, turning complex briefs into clear, compelling copy that performs. She's steady under pressure, responsive to feedback, and calm when priorities shift."
—Eric Swecker, Copy Principal at Nordstrom Rack

"I didn't hesitate to assign her to projects both large and small, especially when it involved collaborating across teams and disciplines. She advocates passionately for what's right for the customer and firmly defends her point of view."
—Katrina Schwieterman, Content Project Manager at Redfin

"She was dependable, thorough, dedicated, positive and so valuable I still miss her. Each and every project got the necessary attention to quality that we depended on."
—Barbara Patterson, Creative Project Manager at HackerAgency

Read more on LinkedIn: linkedin.com/in/devonpass