

Austin Mackey

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Senior Freelance Copywriter & Content Strategist

20+ Years Driving Revenue & Brand Growth for Leading Global Brands.

Strategic, award-winning creative pro. Transforms vision into compelling campaigns. Specializes in high-impact, conversion-focused copy and content. Translates complex objectives into compelling narratives across diverse media, delivering measurable results. Exceptional quality, rapid brand immersion for demanding clients.

Core Freelance Proficiencies

- **Conversion Copywriting:** Landing Pages, Sales Pages, Email Sequences (Nurture, Promotional), Digital Ads (Social, Search), Product Descriptions.
- **Content Strategy & Development:** Website Content, Blog Posts, Case Studies, Video Scripts, Brand Storytelling, SEO Copywriting.
- **Brand & Messaging:** Voice & Tone Development, Brand Identity, Messaging Frameworks, Campaign Strategy Implementation.
- **Cross-Channel Expertise:** Digital (Email, Social, Web, Video), Print, OOH, Radio, TV, App Store Descriptions, Product Naming.
- **Collaborative & Autonomous:** Seamlessly integrate with client teams or lead projects independently from conception through execution.

Selected Freelance & Project Highlights

Associate Creative Director (Focus on Copy & Strategy) | Credit Karma | Charlotte, NC | 2019 – Present

- Led creative teams in development of marketing campaigns, liaising with cross-functional teams to create cohesive and impactful creative strategies.
- Contributed to the pioneering creative team for emerging verticals (home and auto categories) across various media including social media, email, push notifications, website stories, and digital and recruitment video.
- Demonstrated exceptional email writing skills, consistently achieving high open and click rates.

- Guided the development and implementation of the company's new creative voice initiatives.
- Developed one of the company's most engaging social media posts in history.

Senior Copywriter | Santy Integrated | Scottsdale, AZ | 2017 – 2018

- Worked on brands including Peter Piper Pizza, Pocky, Jupiter Research, Salad and Go, Bubbies, AZDHS, Whole Cuts, Harvest Snaps, Medelita, Goettl, The Sunny Plumber, and Delta Airlines.
- Produced cohesive and impactful campaigns by coordinating effectively with art directors on numerous client projects across media platforms such as email, TV, social media, product naming, video, radio, print, banner ads, app store descriptions, websites, microsites, and OOH.
- Contributed to the senior creative team, driving new business ideation and development.

Copywriter | RIESTER | Phoenix, AZ | 2018 – 2019

- Collaborated with art directors, editors, and illustrators to develop and execute impactful ideas.
- Worked on brands including Global Blood Therapeutics, Talking Stick Resort, Casino Arizona, Pacific and Rocky Mountain Power, AZDHS, and Arizona Lottery across various media platforms such as TV, social media ads and posts, digital ads, video, radio, print, and OOH.
- Mastered client brand tones while managing multiple brands across different industries simultaneously.

Additional Relevant Experience

- **Copywriter:** MAD Studios, Ft. Lauderdale, FL
- **Freelance Copywriter:** Zumba | Royal Caribbean | Office Depot
- **Automotive Copywriter:** Zimmerman Advertising | Real World Marketing | Strong LLC | Herman Advertising
- **Senior Copywriter:** GlobalHue, Southfield, MI

Education

- **Bachelor of Science in Applied Science** - Winston-Salem State University | Winston-Salem, North Carolina