



Rachel May Orloff Wilson

Location: Marietta, GA Portfolio: RachelWilsonWriter.com Contact: 504-957-5078

I'm Rachel, an experienced senior-level creative copywriter passionate about problem-solving, creativity, and collaboration. I'm a Swiss Army knife type of creative writer who has never misplaced my adorable toothpick or my teeny-tiny tweezers. I lead with kindness and enthusiasm, breathing new life and a fresh perspective into all creative endeavors and teams. Whether it's writing social for Puncher's Chance Bourbon and Bayou Rum, crafting campaigns for Alfa Insurance, CenturyLink, Mellow Mushroom, and Oschner Hospital, rebranding and launching over 60 orthodontic practices nationwide, or developing clinical trial education and recruitment materials for pharma's biggest names, I'm in it 100%. I am looking for a role where I can be a senior-level copywriter, being my team's go-to writer. So, let's do this. I'm ready.

SKILLS

Strategy: Social Media Content Strategy, Brand Positioning, Marketing Strategy, Point of Sale Marketing Strategy, Health Marketing Strategy

Copywriting: Radio, TV, Pre-roll, Video, Digital, Social, Direct Mail, Websites, Microsites, Landing Pages, Collateral, Packaging, Taglines, Community Outreach, Educational Materials, Patient Recruitment Materials, Brand Naming

Branding: Language Systems, Creative Direction for Visual Systems, Logo Development, Package Design, Experiential and Event Marketing

New Business: Pitches, Presentations, Voiceover, Campaigns, Strategy

BRAND EXPERIENCE



CAREER HIGHLIGHTS

- Increased sales for Lumos Fiber Internet by 400% in the first month
- Increased new visitors to the Alfa Insurance website by 93.3% in 3 months
 - > 67% of the visitors came from the company's target states
- Direct mail for CenturyLink entitled "True Speed" increased sales by 300% in the first 3 months
 - > Campaign became the benchmark for all other materials developed
- Part of the team that helped to increase OrthoSynetics' customer-based by 60 clients in 2 years
- Increased traffic to the New Orleans Habitat for Humanity website by 60%
- Increased enrollment for Bristol Myers Squibb's Odyssey Study for nonobstructive hypertrophic cardiomyopathy (nHCM) by 47%



EXPERIENCE

Jumo Health: New Haven, CT

Director of Creative Copy, Copywriter – 2022 – 2025

- Developed clinical trial educational materials for Fizer, Novartis, Novo Nordisk, Moderna, Merck, Sanofi, AbbVie, GlaxoSmithKline, Amicus, Astellas, Amgen, Day One, Eli Lilly, and Caidy
- Worked alongside medical writers, animators, illustrators, and interactive developers to create patient-facing recruitment materials for clinical trials
- Worked with the head of Creative Strategy to develop a universal creative brief as well as a client questionnaire for projects
- Instrumental in working with designers to develop concept themes through all materials
- Crafted SEO, printed media, and social media guidelines to ensure the team utilized best practices across all channels
- Led brainstorming sessions with multiple team members
- Crafted creative language guides for projects to ensure consistent language across all tactics
- Wrote community outreach materials for underrepresented communities for Jumo Health's top clients
- Crafted blogs, storybooks, activity books, and interactive adherence calendars to aid in patient understanding and reduce study drop-out rates
- Developed naming options for clinical trials with a list of available URL names and checked for each name's compatibility for use in other countries
- Lead writer for several Jumo Health licensed materials
- Increased enrollment for Bristol Myers Squibb's Odyssey Study for nonobstructive hypertrophic cardiomyopathy (nHCM) by 47%

OrthoSynetics: Metairie, LA

Creative Director, Copywriter – 2020 – 2022

- Led and managed a team of six designers and art directors
- Revamped the entire creative process and creative presentations
- Developed creative briefs and social media content strategies for all clients
- Developed and launched OrthoSynetics' SmileBliss franchise, now with over 28 locations
- Rebranded over 60 orthodontic practices and orthodontic start-ups from the ground up
- Spearheaded the development of numerous web templates to make creating websites easier and faster
- Created marketing and advertising copy for DreamDry
- Developed time standards for all jobs and tactics developed by the agency

Mind Theory, LLC: Marietta, GA

Founder, Creative Director, Copywriter – 2015 – Present

- Crafted brand language and was instrumental in revamping the Leontine Linens website
- Developed copy and brand language for Habitat for Humanity of New Orleans
- Wrote blogs, marketing materials, and social media copy for the New Orleans Office of Tourism
- Go-to writer for Lumos Internet, Rev Internet, and CenturyLink
- Developed and helped brand Vixen Vodka, a startup vodka company
- Lead writer for Bosscal Mezcal, Puncher's Chance Bourbon, and Krispy Krunchy Chicken
- Increased Lumos Fiber Internet sales by 400% in the first three months
- Increased traffic to the New Orleans Habitat for Humanity website by 60%



Peter A. Mayer Advertising: New Orleans, LA
Associate Creative Director, Copywriter – 2008 – 2015

- Managed a team of six writers, four designers/art directors, and interactive developers
- Led brainstorming creative sessions, TV shoots, and photoshoots
- Key team member in all new business pitches and led client presentations
- Increased CenturyLink's sales by 300% in the first two years
- Developed new business materials for numerous pitches and client presentations
- Worked with the strategy department to develop testing materials, including A/B testing, focus group testing materials
- Lead writer for CenturyLink and developed their new brand voice after their merger with Embark
- Launched Prism TV and all marketing materials
- Lead writer for CenturyLink's Small Business and Enterprise Business offerings
- Developed experiential marketing experiences for the New Orleans Jazz & Heritage Foundation, New Orleans Museum of Art, Mellow Mushroom, and the New Orleans Tourism & Marketing Corporation

AWARDS

- Addy Awards: Best Show for NOPD: Get Behind the Badge TV
- Addy Awards: Best in Show for website design and copywriting for Vixen Vodka
- Addy Awards: Gold Medal & Local Best of Show for Keep Louisiana Beautiful Radio
- Silver Microphone Awards: Serranos Salsa Company Radio
- Silver Microphone Awards: Step Together New Orleans Radio
- Silver Microphone Awards: Keep Louisiana Beautiful Radio

TECHNICAL SKILLS

- SEO development for optimization on the web
- Microsoft Word, Excel, and PowerPoint
- Pixel and Figma
- WordPress and Canva
- Monday, Asana, and Slack
- AI-creative generation

EDUCATION

- University of Georgia; BA in Theater Arts & Screenwriting
- Miami Ad School (Formerly Portfolio Center); AA in Copywriting

COMMUNITY INVOLVEMENT

- Active member of Temple Beth Tikvah
- Participation of numerous 5k and 10k runs for charity
- Take part in fundraising initiatives for West Side Elementary School
- Mentoring young copywriters and designers

OUTSIDE INTERESTS

- Painting
- Guitar & Ukulele
- Crafting
- Photography
- Meditation
- Hiking
- Travel
- Jewelry Making
- Vintage Area-51 Video Game Aficionado

CONTACT INFORMATION

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REFERENCES

Joseph Brady (AVP Customer and Creative Strategy & Former Creative Director at Jumo Health)
917-658-3990

Christian Fitzpatrick (Former Sr. Director of Strategic Solutions at Jumo Health)
760-214-3333

Eddie Snyder (Former EVP Creative Director at Peter A. Mayer Advertising)
404-663-8361

Dustin Woehrmann (Creative Director and Partner at Boombox)
310-403-0097

Jay Winn (Former Chief Customer Officer & Chief Revenue Officer at Lumos Fiber)
504-202-8065

PJ Sibille (VP of Marketing & Communications at LCMC Health)
504-427-7648

Abby Brocatto (Art Director at OrthoSynetics)
504-214-2199

Britt Ranson (Art Director at Boombox)
504-941-1543