

Charles Pringle

Senior Copywriter

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Core Competencies

Multi-channel Campaigns
(Email, Display, Social, Audio, Print, OOH)

UX/Product Copywriting

Brand & Editorial Storytelling

DTC/Subscription Marketing

Cross-functional Collaboration

Presentation & Creative Rationale

Junior Creative Mentorship

Adherence to Journalistic Standards

Profile Summary

Strategic, independent senior copywriter with 10+ years crafting persuasive, multi-channel marketing campaigns for leading media and DTC subscription brands. Expert at developing clear, compelling copy that deepens audience engagement, resonates across channels from email and social to print, OOH, audio, and app, and reflects the mission and integrity of trusted journalism.

Professional Experience

Fifty Thousand Feet, Chicago/New York City - Senior Copywriter

April 2024 - Present

Concept and develop marketing copy across digital, email, print, out-of-home, and product UX channels, ensuring messaging is always on brand and tailored to strategic objectives.

Lead cross-functional efforts with designers, strategists, and product teams to deliver compelling communications for clients in security, construction, and risk management sectors.

Condé Nast, New York City - Senior Copywriter

November 2020 - April 2024

Created multi-channel campaigns for flagship brands (*Vogue*, *Bon Appétit*, *Vanity Fair*, *WIRED*, *Architectural Digest*, *GQ*), elevating subscriber growth and deepening engagement through clear, succinct messaging.

Education

Hampden-Sydney College

Goldsmiths College, University of London

BA English

Developed campaign concepts, email series, social copy, and in-app messaging that drove measurable results, including a 122% lift in subscriptions for the Epicurious app and exceeding Vogue Club sign-up goals by 36%.

Collaborated directly with brand, digital product, and editorial stakeholders to ensure marketing and UX copy reflected the brand voice and journalistic integrity of each publication.

The New York Times, New York City - Senior Copywriter & Brand Consultant

April 2017 - September 2018

Principal writer on "The Truth Is Hard" campaign, translating newsroom values into impactful marketing copy across channels that helped surpass new digital subscriber goals and cemented brand trust.

Awards

- 2018 Gold, Silver and Bronze Effies for The Truth Is Hard campaign at The New York Times

Partnered with marketing, product, and editorial leads to recognize and leverage journalistic moments in reader-facing campaigns that quietly championed NYT's mission and values.

Authored detailed, department-wide style guides to establish best-in-class writing standards and ensure messaging remained crisp, accurate, and aligned with NYT's independent voice.

mcgarrybowen, New York City - Senior Copywriter

November 2011 - June 2015

Led creative and messaging development for multi-faceted campaigns, including high-profile DTC subscription and brand launches such as Maserati and Verizon's Powerful Answers, with consistent attention to copy that was clear, on-brief, and deeply resonant.