

# OLIVIA MULDER

Los Angeles, CA | 484-678-5239 | [oliviarosemulder@gmail.com](mailto:oliviarosemulder@gmail.com) | [www.linkedin.com/in/oliviamulder](https://www.linkedin.com/in/oliviamulder) | [www.livmulder.com](https://www.livmulder.com)

## SENIOR COPYWRITER

Creative Campaigns | Digital Marketing | Brand Development

**Results-driven leader** crafting strategic brand-aligned campaigns across digital and traditional platforms, blending storytelling with data to lead engagement, optimize conversions, and elevate visibility using cross-functional collaboration.

**Creative professional** who integrates conceptual thinking, blending creativity with strategic planning to align with brand vision while exceeding client expectations to create award-winning 360° campaign development and creative elements with lasting impact.

**Versatile writer** with competence to seamlessly adapt voice and tone across industries and innate ability to immerse into new industries and craft authentic, brand-aligned messaging across channels, ensuring campaigns resonate with audiences.

**Dynamic storyteller**, creating audience-focused content that drives engagement, revenue growth, and brand loyalty, producing resonant narratives fostering customer acquisition, retention, emotional connections, and impactful campaigns.

**Strategic thinker**, leveraging extensive performance marketing expertise and data-driven insights to inform creative decisions and optimize campaign success by aligning storytelling with actionable metrics to achieve measurable outcomes.

### Career Highlights

- **Brand Strategy & Campaign Development:** Drove 30% increase in engagement across social media and web traffic for OluKai Golf Launch by leading comprehensive brand strategy and multi-channel campaign.
- **Creative Campaign Execution:** Boosted holiday sales and in-store visits for HipCityVeg through innovative multi-channel campaign featuring gift guide doubling as eco-friendly wrapping paper.
- **Brand Repositioning & Storytelling:** Refreshed brand image of The Rittenhouse Hotel, solidifying its status as Philadelphia's premier luxury hotel; conducted market research and crafted on-brand narratives.
- **Sales Enablement & Market Expansion:** Generated \$115M+ in pre-groundbreaking sales for luxury Las Vegas residential tower by spearheading impactful branding and marketing efforts.

### Areas of Expertise

Brand Voice & Tone | Campaign Development | Email Marketing | Blog Writing | SMS Marketing | Digital Advertising  
Brand Strategy Development | Website Copywriting | Presentation Skills | Out of Home Advertising | SEO Optimization  
Social Media Marketing | TV & Radio Scripts | Print Advertising | Catalog Writing | Direct Mail Copywriting  
Product Copywriting & Descriptions | B2C & B2B Writing | Performance-Driven Copy | Go-to-Market Campaigns

### Professional Experience

Wicked+ Agency  
Senior Copywriter

Los Angeles, CA  
March 2023 – Present

Report to CEO of 20-person agency specializing in luxury real estate, hospitality, and lifestyle clients. Collaborate with international brands to define value propositions, deliver audience-focused campaigns, and ensure consistent messaging.

- **Achieved \$115M+ in pre-groundbreaking sales** for luxury Las Vegas residential tower by developing compelling brand identity, award-winning website, and targeted print and digital advertising campaigns.
  - Increased web traffic by 15% and drove dozens of sales center visits through high-performing digital ads, while email campaigns achieved industry-leading 20-30% CTR.
  - Secured headlines in top-tier publications *Mansion Global* and *The Wall Street Journal*, leading to ongoing marketing contract; “2024-2025 Americas Property Awards, Best Developer Website in the Americas”.
- **Reinvigorated comprehensive rebranding** for Belvedere Adventures, establishing cohesive brand identity and brand voice for parent company and its luxury properties in Panama, Colorado, and New Mexico.
  - Secured 2 new contracts for property-specific websites, marketing, and collateral, solidifying client’s trust.
- **Developed and defined distinct brand voice** for Pendry Residences West Hollywood, elevating its presence in competitive luxury market.
  - Applied refined tone across all marketing materials, including website, email campaigns, and paid search copy, driving substantial market differentiation.
  - Contributed to near sell-out of residences (31 of 40 homes sold) and secured prominent media coverage in *Variety*, *Forbes*, *LA Magazine*, and *Robb Report*.

**Lead Copywriter**

August 2020 – March 2023

Guided brand storytelling across platforms for \$34M footwear brand. Developed national campaigns, product narratives, and seasonal marketing collateral. Wrote scripts with cultural authenticity through collaboration with Hawaiian language experts.

- **Drove 15% increase in website visits** and reached 8M new audience members within 6 months through national slipper campaign, generating 300M impressions, significantly boosting ROAS through campaign still airing today.
- **Managed 20+ monthly campaigns**, all consumer-facing copy, email marketing, social media, advertising, catalogs, and trade materials, including website content (landing pages, product descriptions, and blogs).
- **Drove 20% increase in website visits** and reached 5M new audience members within 3 months by spearheading entry into golf footwear market; featured testimonials for unique Aloha Golf concept from professional golfers.
- **Increased CTR by 2-3% and achieved 38-40% open rate**, surpassing industry averages, by elevating email marketing strategy by implementing sophisticated segmentation approach through personalized communication.
- **Achieved 119,000 views**, increased website traffic from YouTube referrals, and improved Google search rankings for key footwear terms with launch of 6-part SEO-driven series; directed on-camera talent and managed production.

**Cohere**

Philadelphia, PA

**Senior Copywriter**

August 2017 – August 2020

Provided advertising and branding services across hospitality, real estate, food & beverage, lifestyle, and wellness sectors. Started as junior writer and advanced to lead copywriter; tackled challenges in brand storytelling / campaign execution across channels.

- **Conceptualized and executed rebranding** of CityFitness, one of Philadelphia's premier gyms; strategically positioned brand verticals (Spin, HIIT, Yoga, Pilates); developed brand names and compelling web copy to enhance audience engagement.
- **Spearheaded identity refresh** of The Rittenhouse Hotel, solidifying its status as Philadelphia's #1 luxury hotel by crafting compelling historical narrative and reinforcing its position as city's premier luxury destination.
- **Recognized by publications**: Silver in Promotional Material, *Indigo*: for Watkins Alley; *Gold in Branding*, *Indigo*: for Harbisons Dairy; *Exhibit Feature*, Communication Arts: 101 Dupont.

**Karma (now operating as Material)**

Philadelphia, PA

**Junior Copywriter**

May 2016 – February 2020

Contributed fresh ideas and produced compelling content for advertising and marketing agency for major clients in arts, culture, healthcare, and lifestyle industries. Developed concepts for brand campaigns, boosting brand visibility and audience engagement.

- **Drove activities for sold-out event** and secured additional client work for following season by developing sensory-driven radio scripts and cohesive digital and print ads for Longwood Gardens' Nightscape campaign.
- **Launched development of compelling brand campaign**, showcasing young musicians worldwide, for The Curtis Institute of Music, enhancing its prestige and resulting in a sold-out event, which was repeated following year.
- **Secured ongoing client partnership** by developing engaging marketing / trade show materials for Trex Decking, reinforcing status as world's #1 composite decking brand; produced website copy, print catalogs, digital ads, and social media.

**Freelance****Sundry Studio**

Remote

**Lead Copywriter**

December 2021 – Present

Develop compelling marketing for high-profile clients: website copy, print catalogs, brand development, brand naming, tone and voice guidelines, website content, and marketing collateral.; translate complex information into engaging narratives for audiences.

- **Developed comprehensive brand strategy** for The Battery, transforming Philadelphia power station into vibrant 500,000 sq. ft. multifamily and workplace campus, establishing premier destination in Fishtown neighborhood.
- **Created tailored voice and tone guidelines**, designed new website for comprehensive brand strategy for newly renovated Rittenhouse Residences, successfully repositioning them in Philadelphia's competitive luxury market.
- **Crafted distinctive brand identity** for The Mallard, launched as beloved fine-dining destination in community new to trendy offerings. Developed fun yet posh tone; created engaging website and in-restaurant materials.

**Tools & Technology**

Figma | Miro | Microsoft Suite | Google Performance Max (PMax) | WordPress | Canva | Google Suite | Digital Advertising  
Google Ads | YouTube | AI Platforms: ChatGPT, Gemini & Perplexity | Facebook, Instagram & TikTok Ads

**Education**

**Bachelor of Arts, Advertising** | Temple University