Caperton Gillett
CREATIVE

cg@capertongillett.com www.capertongillett.com 205 924 3266

A versatile copywriter with well over a decade's experience helping brands, agencies, and teams produce creative that's compelling, effective, and undeniably human. Known for sliding in seamlessly to support creative teams, picking up brand voices and industry nuances as quickly as you can put them down, and making complex things simple and simple things powerful.

Work experience

Freelance Senior Copywriter

Caperton Gillett Creative, January 2010-present

- Slide in seamlessly to supplement creative staff, handle overflow, and fill skill gaps for agency, in-house, and independent clients.
- Create web copy, print ads, content strategy, video scripts, social media copy, and whatever else gets the job done.
- Absorb and switch between brand voices on command, often juggling multiple clients in multiple industries in a single day, context-switching without losing momentum
- Grandclients include Google, BBVA, Valvoline, UAB Medicine, Southern Research, and many others across healthcare, finance, construction, and more.

Marketing Director

Birmingham Area Software Enthusiasts, June 2026-present

- Develop organizational branding and website to reflect mission and expand reach.
- Launched and manage a sponsorship development program to fund the re:BASE conference and support organizational growth.
- Enhance programming strategy and develop messaging positioning BASE as the resource to support and connect aspiring and experienced software engineers.

Copywriting Manager

RxBenefits, February 2022-March 2024

- Led a copywriting team within a 40+ person marketing department.
- Maintained consistent brand voice and customer-centric practices across all deliverables, with an iron-fist dedication to tone, audience, strategic intent, and the Oxford comma.
- Facilitated biweekly creative sessions for a nationally dispersed team of 10+ members to keep the group focused and engaged.
- Rewrote an entire B2B website for a C audience, garnering 700+ visits in the first 3 months.

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Senior Creative Copywriter

RxBenefits, March 2021-February 2022

- Created diverse content from video and email campaigns to web copy and infographics.
- Updated email strategy, increasing open rates by 7.5% and CTR by 23.0%.
- Became a go-to ghostwriter for the Clinical team by translating complex technical topics into accessible, human language.

Senior Copywriter

o2ideas, July 2013-July 2016

- Produced award-winning work for Verizon, Honda Manufacturing, BBVA, Buffalo Rock, and other major clients.
- Spearheaded a churn-reduction internal campaign for a telecom client that reduced churn by 35%, strong enough to drive a 4-state expansion.
- Created a 100th anniversary campaign for a regional soda brand that earned Best-in-Show ADDY honors, spanning media including web, social, outdoor, and an actual vintage airplane.

Skills

Copywriting (marketing, content, video, SEO, advertising, social media), brand voice development and strategic messaging, concepting and campaign ideation, cross-industry fluency, AI writing and editing (ChatGPT, Claude, Gemini, Jasper), Adobe Creative Cloud, Canva, WordPress, collaboration tools (Slack, Google Workspace, Microsoft Teams, Asana)

Professional organizations

AAF Birmingham
Alabama Media Professionals
Birmingham AI

Education

Bachelor of Arts, Journalism *(cum laude)*, Advertising concentration
University of Georgia, Athens, GA

See portfolio at ***capertongillett.com/the-work***