

An accomplished copywriter with more than 20 years' experience in web, print, content, video, integrated campaigns, and, one time, a eulogy. Conveying brand voice and essence, crafting compelling messages in innovative ways, and creating creative that works since 20[redacted].

Work experience

Freelance Copywriter

Caperton Gillett Creative, January 2010-present

- Slide in seamlessly to generate exceptional creative work, supplement creative staff, handle overflow, and fill in skill gaps for agency, in-house, and independent clients,
- Create web copy, print ads, content, video scripts, collateral, and essentially any other needed creative output. Grandclients include Google, BBVA, Valvoline, and many others.
- Published eBook about the use of AI by marketing teams, with 200+ downloads.
- Fluent in infertility, construction, high-asset banking, pharmaceuticals, and more.

Copywriting Manager

RxBenefits, February 2022-March 2024

- Helmed a small but mighty copywriting team.
- Oversaw consistency of brand voice throughout marketing department.
- Rewrote an entire B2B website for a C audience, with 700+ visits in the first three months

Senior Creative Copywriter

RxBenefits, March 2021-February 2022

- Wrote everything from short-form video to web copy to infographics to email campaigns touting the importance of pharmacy benefits optimization.
- Revised creative strategy for email, increasing open rate by 7.5% and CTR by 23.0%
- Became a preferred ghostwriter among the Clinical team for ability to turn scientific/healthcare topics into readable, accessible articles.

Senior Copywriter

o2ideas, July 2013-July 2016

- Generated award-winning creative for clients including Verizon, Honda Manufacturing, BBVA, Buffalo Rock, and more.
- Spearheaded a localized internal communication campaign that decreased churn by 35%, such that the client returned for a four-state regional rollout.
- Achieved Best-in-Show ADDY honors for grape soda 100th anniversary campaign that included print, outdoor, and an honest-to-dog airplane.

Senior Copywriter

The University of Alabama at Birmingham, July 2006-June 2013

- Crafted compelling, vivid concepts and copy for print ads, commercials, marketing, collateral, web and print periodicals, and the occasional holiday card or t-shirt.
- Revamped and rewrote entire student recruitment campaigns—twice—saving the \$25K they were about spend engaging outside consultants.
- Managed two magazines for UAB Periodicals Group and contributed to multiple others.
- Once called “the Voice of the University” by someone I’m pretty sure was being serious.

Skills

Marketing and advertising copywriting, brand voice and tone development, concepting and concept development, SEO copywriting, content writing and strategy, video scripts, comic strips, web copywriting, social media copywriting, blogging, feature writing, editing, Adobe Creative Cloud, Canva, WordPress and Joomla platforms, CSS, PHP

Professional organizations

AAF Birmingham

Executive Director, October 2019-October 2023; Immediate Past President, July 2019-July 2020; President, July 2018-July 2019; President-Elect, July 2017-June 2018; Vice President-American Advertising Awards, July 2014-June 2015; Director, Job Bank, July 2011-July 2014

Alabama Media Professionals

Education

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