



SOPHIE

2025

CREATIVE LEAD/WRITER

SPIERS

AGENDA

1

INTRO

2

LIVE
CONSCIOUS

3

MEUNDIES

4

COPYWRITING

A BIT ABOUT ME

Sophie Spiers

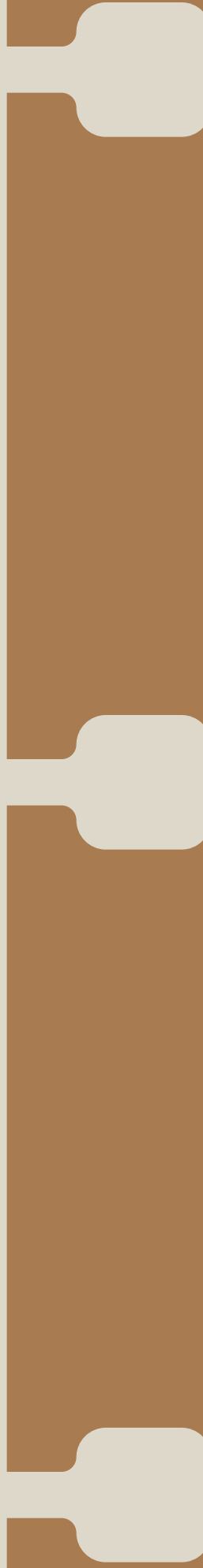
It's meeee.



Hi! My name is Sophie and I'm a writer and creative lead, with a background in entertainment and screenwriting. I'm also a standup and improv comedian.

HOW. DOES. SHE. DO. IT??

I've been the Head of Creative/Content at Live Conscious, the Head of Creative at MeUndies, and the lead writer at Westmore Beauty. I've worked in tech, apparel, beauty, and fashion, and I'm not slowing down anytime soon.



LIVE CONSCIOUS

DTC SUPPLEMENTS/WELLNESS BRAND

Head of Content/Creative Strategy

live conscious
**SUMMER GLOW,
ON-THE-GO**
No Mess. No Excuses. Just Results.



TRY IT
RISK-FREE!

**SIP TO
SURVIVE** **ZERO ZOMBIE
SIDE
EFFECTS**

THE 6-IN-1 MUSHROOM SURVIVAL
TOOLKIT FOR EVERY **LAST ONE OF US**

Gut Health Energy Focus



SOPHIE
SPIERS

**POOP LIKE
A BOSS.**



**BLOATING?
ON YOUR PERIOD?**
Groundbreaking.



KISS BLOAT GOODBYE.

**FLAT TUMMY,
TASTES YUMMY.**





Sophie Spiers





**Told him I drink mushroom
coffee every morning**



live
conscious



LIVE CONSCIOUS RESULTS

Sophie Spiers

1

DOUBLED ROAS

Doubled Meta ROAS from an average of .20 to .40 over six months.

2

TOP-PERFORMERS

The “grandparent ads” were our top-performing ads of all time!

3

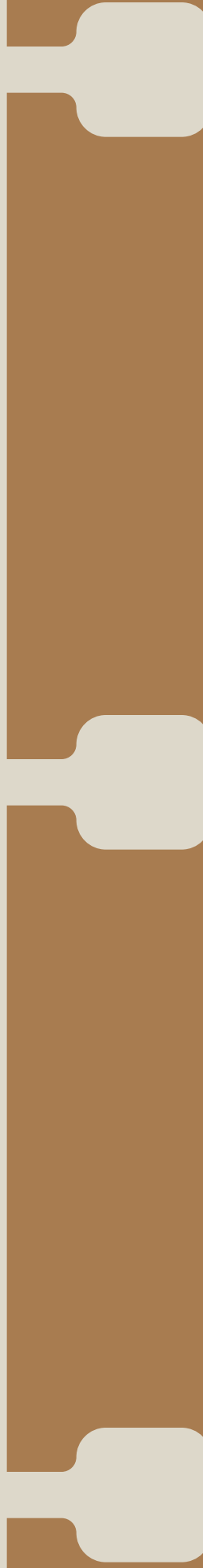
AI ADOPTION

I brought AI filmmaking to the company, which helped with hook iteration and thru play rates.

4.

HUMOR WON

I brought levity to the brand voice, and my “humorous ads” campaign was the best-performing campaign of 2025.



MEUNDIES

DTC UNDERWEAR BRAND

Head of Content - Creative & Brand

MeUndies Rebrand

Welcome to...the Underworld.

We did a full rebrand at MeUndies, for which I executed the creative direction and the copy.

I led content on both the paid and organic sides.

MeUndies

Welcome to the
UNDERWORLD



A place to play and discover.
To find confidence and comfort.
To show your untold story.

Come embrace yours.

GO PLAY

MeUndies

FEELING FOXY

NEW PRINT



NEW PRINT

What does the fox say?
That it loves this print.

SHOP NOW

Find it in Your Favorite Styles



SHOP NOW

MeUndies



WEAR YOUR FEELS

Entice the idea of something different.

SHOP NOW

Choose Yours



Men's Underwear

SHOP NOW



Women's Underwear

SHOP NOW



Socks

SHOP NOW



Bralettes

SHOP NOW

Enjoy up to **30% off** with your Membership

MeUndies

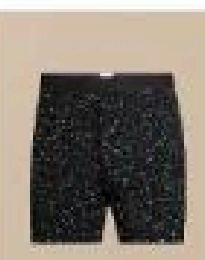
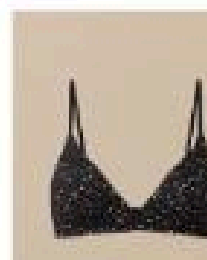
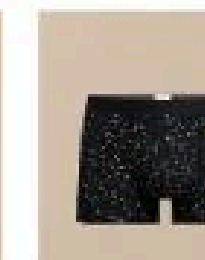
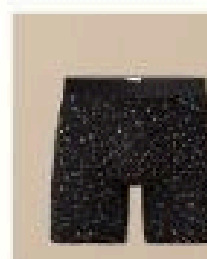


SHOP NOW

MAKE YOURSELF THE STAR

Don't just wear the night, own it.

Find it in Your Fave Styles

 Boxer +	 Triangle Bralette +	 Trunk +
 FeelFree Bikini +	 Boxer Brief +	 Tanga +



MeUndies x Liquid Death

We collaborated with Liquid Death. I came up with the campaign messaging and worked with the Art Director on the visual, femme fatale look and feel.

Retention

MeUndies

UNDIES LOUNGEWEAR NEW ARRIVALS

MeUndies

Liquid Death



A Killer Collab

Step back in time and unleash your inner retro femme fatale or Lothario with our thrilling new, limited-edition MeUndies x Liquid Death collaboration.

SHOP THE COLLAB



SHOP COLLECTION

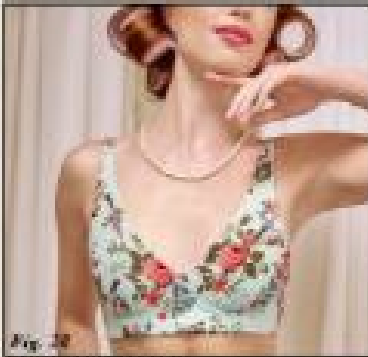


Fig. 28

PosiFit Longline Undies

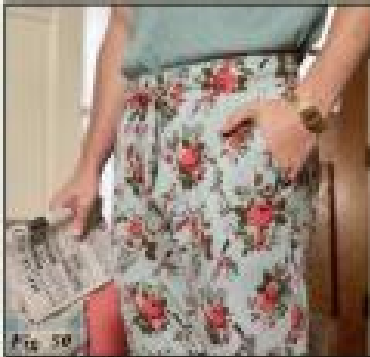


Fig. 50

Men's Model Tee



Fig. 24

Women's Model Care Tee



Fig. 26

Men's Boxer



Fig. 28

PosiFit High Waist Crop Top

Pretty from afar but startling up-close, these ultra-soft and comfy Undies are to-die-for (literally⁹⁹⁹).

SHOP NOW

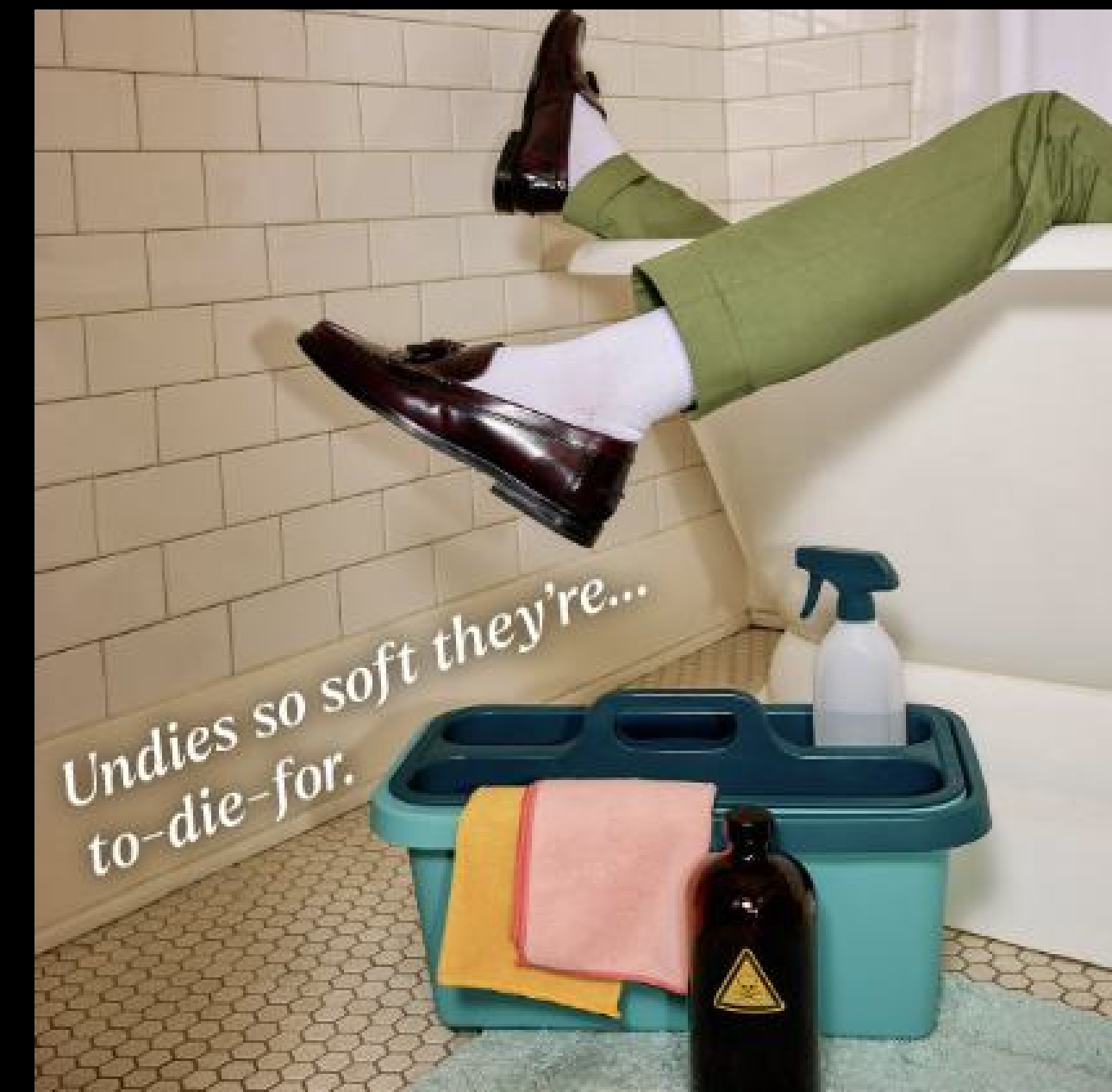


Sophie Spiers

Paid Media



Organic Social



YouTube/CTV



MeUndies x Valentine's Day

Love is...

I defined the theme of this campaign as “Love is...” It celebrated every kind of love, with comfort and self-expression at the center.

I came up with the campaign concept and chose to highlight several couples’ stories, for a more narrative-driven approach to our entire campaign, but especially our social media presence.

Retention



[UNDIES](#)
[LOUNGEWEAR](#)
[SALE](#)

You save up to 30% off with your Membership.



LOVE IS A BEACH.

SHOP NOW

COORDINATED LOVE

Match me tender, match me sweet, match me like sand to my feet. **What's better than matching** new, buttery-soft V-Day looks on a beach? (Truly nothing.)

SHOP V-DAY

BRANDON + RITCHIE

Together for: 5 years
Matching for: 2 years





SHOP NOW

Match with Me

Match your bed in any of the below adorable prints/colors.



Electric Hearts



Mint to Be



Love Birds



Tummy Tumblers



Blue Ombré



Sucka for You



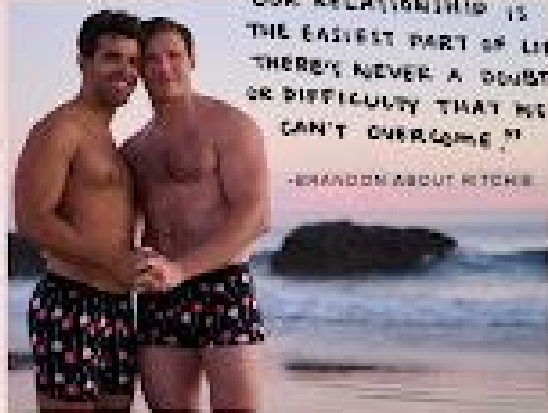
Pink Ombré



Pretty in Pink

SHOP MATCHING PAIRS

MEET BRANDON + RITCHIE



"OUR RELATIONSHIP IS THE EASIEST PART OF LIFE. THERE'S NEVER A DOUBT OR DIFFICULTY THAT WE CAN'T OVERCOME."
-BRANDON ABOUT RITCHIE

Favorite part of their relationship:
Brandon: There's never any obstacle we can't overcome.
Ritchie: Our relationship is easy, even when everything else gets hard.

On matching Undies:
Everything you wear should reflect your personality, and matching is a great way to do that. And the matching pics are also fun.

In 20 years:
We'll live on a beach and wear MeUndies. (In the same sizes we wear today.)

LEARN MORE

YouTube/CTV



MEUNDIES RESULTS

Sophie Spiers

1

RETENTION

49.4% email open rate

2

YOUTUBE

Average YouTube view increase
x3

3

TIKTOK

+7k follower growth, 11k brand
impressions, 2% engagement
rate (met all KPIs)

4.

WEB

(Compared to 2023): 36%
increase in new customers,
261% increase in repeating
customers, 156% increase in E-
comm orders, 139.2% increase
in general orders

FREELANCE COPYWRITING

Begin Health, Luxury
Presence, Chillistore,



4 FOODS THAT HELP TODDLERS POOP



Here are four gut-nourishing foods,
recommended by a Registered Dietitian
Nutritionist, to **support your tot's**
digestion and **help them poop better.**

REVEAL 4 FOODS



Could this everyday mineral help ease your kiddo's constipation?

You've been there: watching your
little one struggle with digestive
issues, feeling helpless.

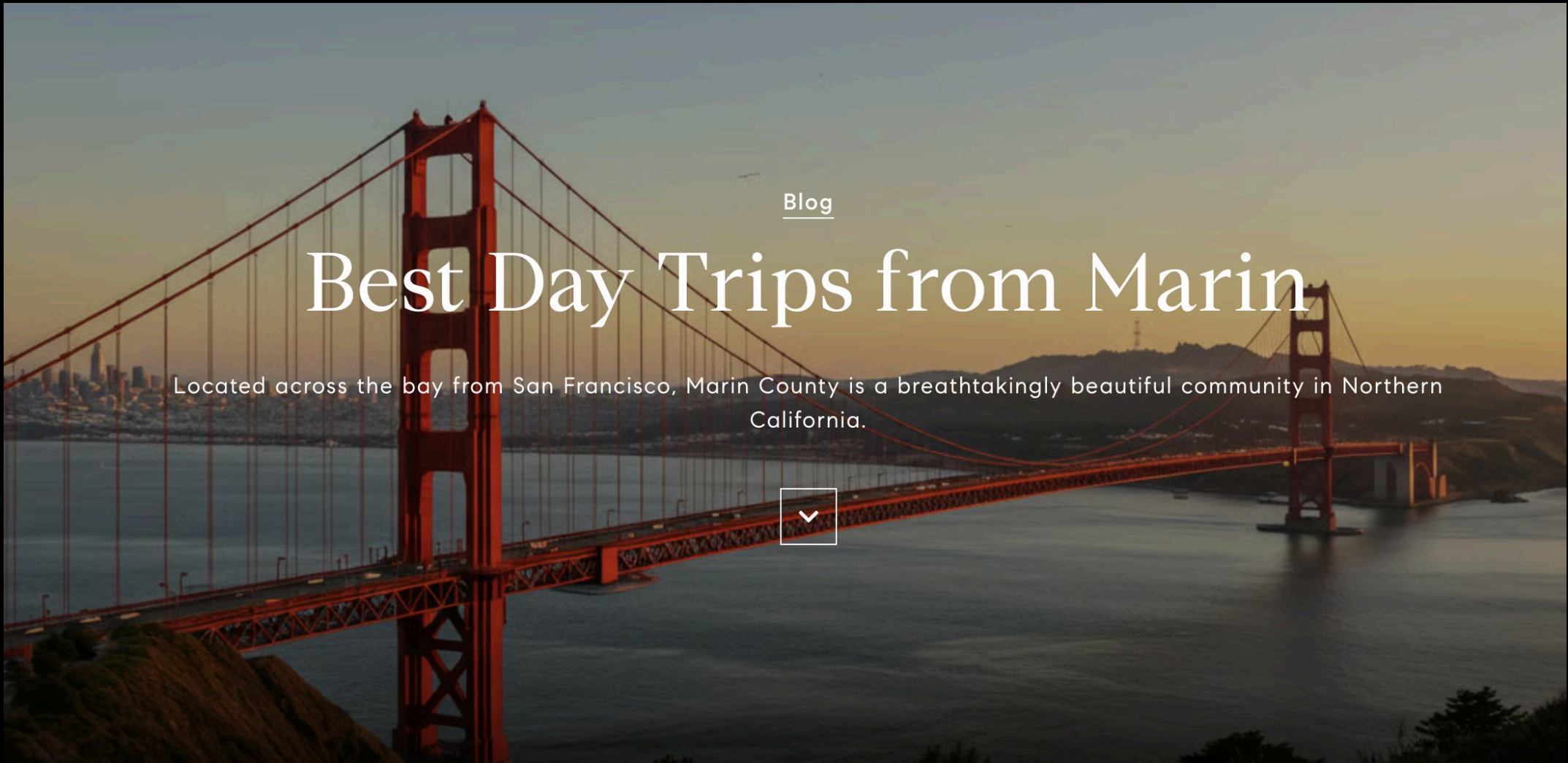
The solution may be simple: What
if we told you there might just be
one mineral missing from their diet?

Discover how magnesium plays an
overlooked, yet crucial role in your
kiddo's gut health, and why it could
be the secret to relieving their
constipation woes.

READ NOW



BLOG POSTS



[Link](#)



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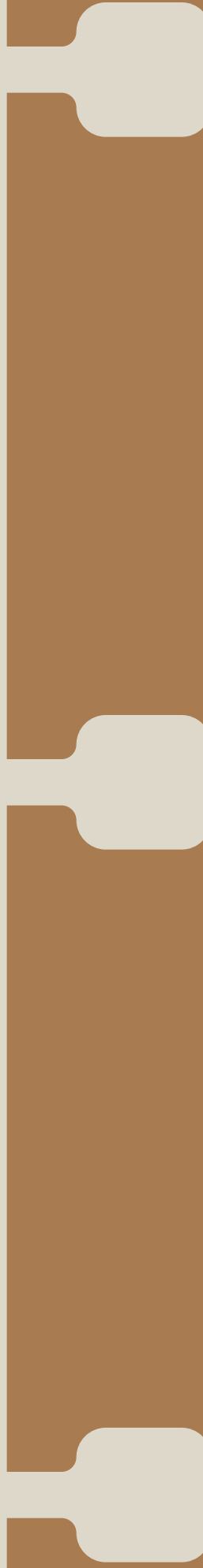
BLOG POSTS



[Link](#)



[Link](#)



PUBLISHED WORK

Continuum Innovation

How Connectivity Will Need To Evolve

[Link](#) (ghost writer for Tech Crunch)

Service Design, Beyoncé Style

[Link](#)

**THANK
YOU**

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