

Creative Senior Copywriter and Brand Storytelling Expert

Captivate and Convert Audiences with Strategic Content, Engaging Stories, and High-Impact Campaigns

Fuel brand awareness, audience engagement, demand generation, and revenue growth through compelling brand narratives and high-performing content. Expertise in copywriting and editing, creative strategy, and brand strategy across agency and in-house environments. Adept at crafting brand messaging, transforming complex concepts into engaging content, and executing multi-channel campaigns. Creative leader skilled in cross-functional collaboration, performance-driven content creation, and content innovation.

- **Copywriting and Editing**
- **Creative Strategy**
- **Creative Direction**
- **Campaign Development**
- **Brand Messaging and Storytelling**
- **Brand Strategy and Alignment**
- **Content Marketing**
- **Content Strategy**
- **Thought Leadership**
- **Search Engine Optimization (SEO) Copywriting**
- **Social Media Management**
- **Email Marketing**
- **Paid Media Advertising**
- **Scriptwriting and Video Storytelling**
- **Analytics and Metrics Reporting**
- **Automation and AI**
- **Leadership and Team Building**
- **Business-to-Business (B2B)**
- **Business-to-Consumer (B2C)**
- **Software-as-a-Service (SaaS)**

Professional Experience

AXONIUS, New York, NY (Remote)

Brand Experience Manager

2022 - 2024

- Owned brand identity across all touchpoints, from digital and product content to field marketing and flagship events, ensuring messaging, tone, and visuals resonated with target audiences.
- Served as lead copywriter and associate creative director on multi-channel brand campaigns, increasing web traffic 700% and driving 201K+ clicks and 72M+ impressions through strategic messaging and storytelling.
- Increased aided recall 200% (and unaided recall 4%) while generating \$890K earned media value (EMV) by ideating and executing strategic campaigns and activations with influencers, including Olympic gymnast Simone Biles and adaptive athlete Amy Bream.
- Oversaw social media strategy, copywriting, and day-to-day account management, maintaining consistent audience growth (+2% monthly) and engagement (4%).
- Launched and maintained streaming service housing all video content, including brand videos, product videos, and employer branding videos.
- Acted as interim content team lead upon departure of two senior leaders, overseeing team of 2 content writers and 1 content strategist, content and PR department budget, and end-to-end content development process.
 - As interim content team lead: Implemented comprehensive voice, tone, and style guide, driving brand consistency and streamlining content creation.

- As interim content team lead: Mentored junior writers in content strategy, copy development, and brand voice, resulting in 100% increase in blog output.

AXONIUS, New York, NY (Remote)

Brand Copywriter

2021 - 2022

- Developed and refined consistent brand voice for all marketing materials, working cross-functionally with content, digital, channel, and product teams to confirm brand alignment.
- Wrote creative, conversion-focused short-form copy, including ads, landing pages, emails, and social media copy.
- Ideated concepts for creative campaigns across owned and paid channels, including organic social media, podcast sponsorships, account-based marketing (ABM) campaigns, and pay-per-click (PPC) campaigns.
- Reviewed all long-form content, ensuring brand voice, messaging, and value propositions were reflected.
- Enforced consistent brand identity by collaborating with Art Director and designers to ensure brand guidelines were met visually in all content.

DIGITAL IMPULSE, Boston, MA (Remote)

Digital Content Manager

2020 - 2021

- Led content operations across agency, collaborating cross-functionally with account managers, designers, and developers to deliver client-focused solutions.
- Established content processes and strategies for large-scale website projects, creating content for over 100 webpages for major manufacturing company and working directly with client to acquire feedback.
- Wrote performance-driven short-form copy such as ads, landing pages, emails, blogs, and social media posts for B2C, B2B, healthcare, and consulting clients like Sono Bello, Boston Scientific, Conformis, Treace Medical Concepts, and Chadwick Martin Bailey.

PAYSCALE (Formerly Payfactors), Boston, MA

Marketing Content Writer

2020

- Wrote and promoted multi-channel content, including blogs, ebooks, white papers, ads, product content, and social media content, contributing to \$7.5M+ in marketing-attributed revenue.
- Managed social media strategy and copywriting, maintaining consistent engagement (2%).

PAYSCALE (Formerly Payfactors), Boston, MA

Proposal Content Creator

2018 - 2019

- Optimized sales process by transforming RFP response template from MS Word document into interactive, digital multimedia experience, working cross-functionally with Art Director and stakeholders in sales and marketing.
- Drove \$6M+ in total contract value by creating custom sales proposals for enterprise level prospects, including Starbucks, Land O' Lakes, Samuel Adams, Nike, Hallmark, Microsoft, and Phillips 66.
- Expanded customer testimonial library from 0 to 9 videos in 6 months, owning videos from conception through filming, editing, and promotion.

Education

- **Bachelor of Science (BS)**, Journalism, *Summa Cum Laude*, Emerson College, Boston, MA