

## WORK EXPERIENCE

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### **Sr. Copywriter, Upwork, SF, CA; Jan. 2020—Present**

- Sr. Copywriter for Upwork's in-house creative team responsible for multichannel creative campaigns including social channels, video, emails, OOH

### **Sr. Copywriter, StubHub, SF, CA; Oct. 2018—Dec. 2019**

- Sr. Copywriter for StubHub's in-house creative team responsible for multichannel creative campaigns including social channels, video, emails, experiential, OOH

### **Sr. Copywriter, Beyond Ad Agency, SF and Santa Clara; July 2017—June 2018**

*Embedded Sr. Copywriter at Google campus:*

- Developed concepts and copy for Google Store website, display ads, emails
- Wrote seasonal campaigns for Google Store (New Years, Valentine's, Xmas)
- Maintained and curated content calendars and copywriting templates

*Sr. Copywriter on dedicated Samsung team:*

- Copywriter on pitch team that won the Samsung account for Beyond
- Developed concepts and copy for various Samsung device and app campaigns including website copy, emails, display ads, social posts and video/TV scripts

### **Sr. Copywriter & Content Lead, Blue Shield of CA, SF, CA; April 2010—June 2017**

- Developed concepts and copy for B2B and B2C multichannel campaigns (social media, video, display ads, email, direct mail, print/newspaper, out-of-home, radio)
- Lead creative presentations to internal clients including VPs and C-suite
- Named BSCA products and services and performed trademark pre-screening
- Was BSCA brand expert/resource for internal and external partners
- Content strategist and copywriter for blueshieldca.com (IBM WCM, Tridion, and Jira)

### **Copywriting Instructor, Miami Ad School SF, CA; Jan—March, 2014; Oct—Dec, 2014**

- Taught aspiring copywriters the essentials of writing concise, impactful headlines, and long and short-form copy, across digital, print, OOH, social

### **Freelance Copywriter, SF, CA; 2009—2013**

- Developed online and print copy for various brands including Nest, AliveCor (now Kardia), RelayHealth, and Blue Shield of CA

## EDUCATION

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### **Copywriting Program, Miami Ad School, SF, CA; Jan 2008—Nov 2009**

- Studied multichannel copywriting and ad campaign creation from concept to production