

# PARKER EWING

## COPYWRITER

Strategic copywriter with 3+ years of experience with wellness, CPG, and fintech brands. I partner closely with designers to build cohesive brand stories and create 360 marketing campaigns that convert.

[parkerewing.com](http://parkerewing.com) | +1 (760) 310-3947 | [parkerwewing@gmail.com](mailto:parkerwewing@gmail.com)

### SKILLS

#### Intellectual

- Omni-channel copywriting
- Brand strategy
- Creative project management
- Storytelling
- Saying big things in small words

#### Technical

- Figma
- Asana
- Google Analytics
- Facebook Ads Manager

#### Very Soft Skills

- Cinnamon roll baking
- Yoga & Meditation
- Flexibility
- Curiosity

### EDUCATION

#### Villanova University, 2019

B.A. English

Minors: Creative Writing, Communications

Honors: Cum Laude, Dean's List, English

Honor Society

#### DIS Denmark, 2017

European Humanities, Russian Literature

### OTHER THINGS

#### Recognition

[TUSHY Ad-Hole #Bidet2020 Finalist](#)

[#HeartMeetsHead Portfolio Showcase](#)

#### Activist, Exploring Consent

Ongoing program with monthly discussions surrounding consent and comprehensive sex education in the US

#### Member, Rancho Gordo Bean Club

Nothing says cozy like a big pot of beans topped with fresh herbs and olive oil

### EXPERIENCE

#### Therabody

2022 - Present

*Global DTC Copywriter, Content Strategist*

- Strategized brand story and omni-channel creative execution for NPI including website execution (homepage, category pages, PDPs), Amazon, email, SMS, and more
- Led e-commerce email and SMS creative direction: welcome series, global promos, product launches, and more
- Optimized website content and navigation for conversion, including showing what separates Theragun from the competition. See it live at [Therabody.com](http://Therabody.com)

#### PeerStreet

2021 - 2022

*Copywriter, Brand Strategist*

- Led all integrated B2C marketing campaigns, from inception to completion – web pages, direct response ads, product naming, event video scripts, emails, and SMS campaigns
- Wrote copy for email campaign that brought \$3.7M in 1 week into our financing product
- Managed B2B multi-channel marketing creative and created print collateral, product launch video scripts, and social captions
- Became expert of new customer segment – interviews, personas, val props, ad testing, and more – for customer-back product sprint
- Wrote, tested, and improved copy using data-driven ad experiments to reduce spend, increase conversions, and build customer retention

#### Albert

2021

*Copywriter*

- Led rebrand and developed distinctive voice for Albert: a fintech app democratizing access to financial tools. See it live at [albert.com](http://albert.com)
- Collaborated with team to create tagline, web pages, Facebook ads, TV commercial scripts, SEO-rich blogs, in-app UX copy, social media messaging, and more
- Developed internal equity committee with HR to improve culture and further mission of financial wellness for all

#### Freelance

2020 - Present

*Copywriter, Creative Director*

- [Bite](#): Omni-channel product launch copy, Earth Day social campaign
- [Wandering Bear Coffee](#): Email campaigns for cold brew company
- [Activate 180](#): Large-scale rebrand for the career coaching company
- [United Dwelling](#): Print ads for LA Magazine and Architectural Digest