

PARKER EWING COPYWRITER

Seasoned copywriter with 3+ years of content marketing experience working with CPG and fintech brands. Leveraging my copywriting skills along with strong Adobe Suite ability, I have led rebrands and executed exceptional multi-channel content with strong bias for action.

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SKILLS Adobe Creative Suite, Microsoft Office Suite, Google Analytics, Facebook Ads Manager, Klaviyo, Mailchimp, Figma, Distilling complex concepts into simple messages

EXPERIENCE

Albert Jan 2021 - Present

Copywriter I

- Curate audience insights, website copy, sales collateral, outreach messaging, and app UI to present to CEO for rebrand
- Partner with Design and Product teams to create Facebook ads, TV commercial scripts, radio scripts, and SEO-rich blog articles
- Develop internal equity committee with HR to improve culture and further mission of financial wellness for all

Activate 180 Dec 2020 - Jan 2021

Creative Director

- Led the career coaching company's rebrand and presented pitch deck of internal and external copy to executive leadership
- Conducted interviews with founders, synthesized research observations, and analyzed personas to develop an empathy map
- Revitalized B2B and B2C brand voice by running an audit of website, Instagram, Facebook, TikTok, LinkedIn, and YouTube

United Dwelling Oct - Dec 2020

Freelance Copywriter

- Created 2 print ads featured in Architectural Digest and LA Magazine
- Wrote 2 SEO-optimized 1,000-word blog posts to demystify the process and sell the benefits of building ADUs
- Collaborated with Art Director to ensure copy and design were in sync, presented briefs to client

Cheerie Lane Popcorn Sept - Dec 2020

Freelance Copywriter

- Produced funny, wholesome email campaigns and social media captions for the organic popcorn startup
- Streamlined brand image by creating style guidelines, email utility, and blog content
- Designed and authored witty sales collateral with bold calls-to-action for the online mercantile shop

Therabody Aug - Dec 2020

Freelance Copywriter

- Curated 23 emails and text messages to generate sales for Therabody's Reset launch
- Wrote 2 SEO-optimized 1,500-word blog posts (Theragun, Therabody CBD products)
- Executed clear, concise copy cross-functionally to ensure accuracy and alignment across multiple channels

Fat Snax Aug - Dec 2020

Copywriting Intern

- Led the ideation and generation of nutritional content to position Fat Snax as a keto lifestyle brand, not just a snack company
- Spearheaded Instagram product giveaway campaigns that increased followers by 5k
- Supervised TikTok and Instagram influencer campaigns to drive conversion amidst new product releases

EDUCATION

Villanova University Graduated in 2019

B.A. English | Minors: Creative Writing, Communications

Cum Laude, Dean's List, English Honor Society

Danish Institute of Study Abroad Fall 2017

European Humanities, Russian Literature

OTHER THINGS

TUSHY Ad-Hole #Bidet2020 Finalist, Body Autonomy Activist @consent.project