

# PARKER EWING

## COPYWRITER

Seasoned copywriter with 3+ years of content marketing experience working with fintech and wellness brands. Leveraging my copywriting skills and sharp eye for design, 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
- Figma
- Notion
- Creative Direction
- Brand Strategy
- Saying big things in small words

### EXPERIENCE

#### PeerStreet

2021 - Present

##### Copywriter

- Led creative direction for all integrated B2C marketing campaigns, managing both in-house creatives and a design agency
- Executed 100+ onboarding, product release, win-back, and event emails, including one that raised \$2.8M in 14 days from customers
- Managed B2B multi-channel marketing campaigns and created print ads, one-sheets, product launch video scripts, and social captions
- Wrote, tested, and improved copy using data-driven ad experiments to reduce spend, increase conversions, and build customer retention

#### Albert

2021

##### Copywriter

- Curated audience insights, website copy, sales collateral, outreach messaging, and UX copy to present to CEO for rebrand
- Partnered with Design and Product teams to create Facebook ads, TV commercial scripts, SEO-rich blogs, and in-app UX product copy
- Developed internal equity committee with HR to improve culture and further mission of financial wellness for all

#### Activate 180

2020 - 2021

##### Creative Director (Freelance)

- 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

#### Therabody

2020

##### Copywriter (Freelance)

- 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)

#### Fat Snax

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

### 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

- TUSHY Ad-Hole #Bidet2020 Finalist
- Consent education activist
- [Rancho Gordo Bean Club](#) Member  
(this is not an ad, but it should be)