



PARKER EWING

 parkerewing@gmail.com

 760-310-3947

 www.parkerewing.com

 Los Angeles, CA

Strategic copywriter with 3+ years of experience at wellness, CPG, and tech startups. I help brands make their voice heard — partnering closely with designers to build cohesive brand stories and create 360 marketing campaigns that convert. Specialized in humanizing high-tech products for the average consumer. Former audiobook marketer at Penguin Random House.

EXPERIENCE

THERABODY

Senior Copywriter
2023 - Present

- Developed brand messaging across web, email, SMS, retail, ads, social, influencer collateral, events, and corporate communications — creating accessible copy about complex, scientific products that resonated and converted to sales for an average consumer experiencing daily pain
- Collaborated with the Brand Marketing team on the 2022 Holiday Campaign starring James Harden — scripting the in-home TV spot, writing social ads, and creating hero messaging used across organic social, web, and retail
- Regularly executed with Creative Director on 360 marketing campaigns to meet company goals, including successfully launching a new brand tagline (“Keep Moving”) and related messaging for an 8-product global launch in Fall 2022
- Tested and evaluated the success of messaging and determined any necessary pivots to reach revenue goals, like simplifying TheraFace PRO messaging to resonate more with the target audience — from “8 treatments in 1” to “Microcurrent. LED mask. Ice roller. Gua sha. One device that does it all.”

Digital Copywriter
2022 - 2023

- Led digital content strategy of Therabody’s website — strategizing creative execution of global promotions like Black Friday, Holiday, Valentine’s Day, and more — ensuring pricing and messaging was accurate and properly-translated across 41 countries
- Completed ongoing market research within the massage gun category, continuously crafting The Theragun Difference messaging to differentiate the brand within a crowded industry

PEERSTREET

Copywriter
2021-2022

- Led creative execution of integrated campaigns for the real estate investing platform — product naming, website, email, SMS, paid ads, and product launch videos for events — ensuring complex financial topics were clearly-communicated to accredited investors through both copy and design
- Executed an email campaign that generated \$3.7M in one week by analyzing the economic situation and positioning the product as a solution during a period of high inflation and rising interest rates
- Became the expert of a new customer segment (financial advisors) — conducting interviews, building personas, and testing ads — to build a more personalized product
- Regularly revised copy for data-driven ad experiments to reduce spend, increase conversions, and build customer retention

ALBERT

Jr. Copywriter
2021

- Partnered closely with the CEO and Creative Director on rebranding Albert's fintech app, developing a distinctive voice and creating a new tagline: “We’re banking on you.”
- Regularly collaborated with designers to create Facebook ads, troubleshoot in-app UX experiences, and execute TV spots like “Smart Things” which highlighted Albert's financial advising feature
- Wrote weekly articles for “The Post,” the in-app financial news source, specializing in the impact of current events on people in the US making less than \$70k/year
- Developed an internal equity committee with HR to improve culture and improve financial wellness for employees

FREELANCE

2020 - Present

- **Haven:** Brand voice and website execution for opportunity network startup in Beta
- **Bite:** Omni-channel launch messaging for three new products and Earth Day social campaign
- **Wandering Bear Coffee:** Promotional email campaigns for cold brew company
- **Kettle & Fire:** Paid social ads and SEO blog posts for the bone broth company
- **Activate 180:** Large-scale rebrand for the career coaching company

EDUCATION

Villanova University, May 2019
Cum Laude, Dean's List, English Honor Society

- Major: English
- Minors: Creative Writing, Communications

DIS Copenhagen Study Abroad, Fall 2017

SKILLS

- Figma
- ChatGPT
- Notion
- Asana
- Hootsuite
- Google Workspace
- Microsoft Office Suite

OTHER THINGS

Activist, Exploring Consent
Monthly discussions with educators on 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