

Rachel Dixon

COPYWRITER

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Portfolio: racheldixon.work

EDUCATION

Baylor University

BA in Professional Writing and Rhetoric

2015-2019

Waco, TX

EXPERTISE

- InDesign
- Illustrator
- Lightroom
- Photoshop

SKILLS

- Editing
- Social Media Management
- Creative Thinking
- Group Communication
- Content Creation
- Team Leadership
- Research
- Campaign Creation
- Time Management

HOBBIES

- Reading
- Hiking
- Poetry
- Photography

ABOUT ME

Copywriter with 3+ years experience writing for various in-house marketing departments. Can adapt from a creative brief, collaborate effortlessly, and is a stickler for grammar.

Proficient at writing across mediums and genres including: social media, long form blogging/writing, technical documents, and email. Can concept long campaigns and carry through campaign language across platforms.

EXPERIENCE

YETI COOLERS

current

COPYWRITER I

- Work with the Creative Director to champion YETI's brand voice in support for the overall marketing vision and business objectives
- Brainstorm, concept, and implement creative executions that garner buy-in in order to apply A/B testing strategies for content
- Craft copy points for a range of digital marketing assets that include email, web banners, digital

CHUBBIES

2021

JUNIOR COPYWRITER

- Creation of email copy that reaches a wide spread audience to promote product sales and promotions
- Generate organic social copy, paid advertisement verbiage, and website header banners
- Brainstorm with other teams to create social content on TikTok and Snapchat

NEIGHBORLY

2019-2020

CREATIVE CONTENT COPYWRITER

- Write scripts for marketing videos and campaigns
- Concieve marketing messages for 13 individual brands, both at the local and national level
- Edit and write emails, print ads, leave-behinds, and post cards