

AVERY DANIELS

COPY
CONTENT
CREATIVE

CONTACT

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EDUCATION

**BACHELOR OF ARTS, MAJOR IN
ENGLISH LITERATURE**
UNIVERSITY OF PUGET SOUND |
2014

MINOR IN THEATER ARTS
PHI ETA SIGMA NATIONAL HONORS
SOCIETY

SKILLS

- Copywriting
- Digital Ads
- Web Copy
- Video Scripts
- Print Marketing Assets
- Email Marketing Copy
- Social Media Writing
- Blog Posts
- Active Campaign
- Monday.com
- Hootsuite
- Later
- Meltwater & Klear
- Wordpress
- Canva

EXPERIENCE

CONTRACT COPYWRITER

JUNE 2022 - PRESENT

- Author compelling digital & traditional media content to enhance brand awareness and drive customer engagement for various clients.
- Consult on SEO strategy, conceptualize impactful content, develop persuasive campaigns, and ensure consistent brand messaging across various channels.

AIDS HEALTHCARE FOUNDATION

ASSOCIATE DIRECTOR, CREATIVE CONTENT

AUG' 2020 - JUNE 2022

- Collaborated across teams to develop and execute content strategies, ensuring alignment with organizational brand guidelines and maximizing reach across diverse platforms.
- Spearheaded the creation of marketing materials for print, social media, digital channels, and video, effectively engaging target audiences and conveying complex medical information with clarity, empathy, and accessibility in mind.

COPYWRITER

MARCH 2018 - AUG' 2020

- Crafted compelling & high-performance copy tailored to specific platforms and diverse audiences.
- Created brand guidelines for all organizational copy and ensured brand consistency across platforms.
- Authored newsletters, mailers, blog posts, social media content, websites, & video scripts.

MARKETING & COMMUNICATIONS ASSISTANT

MAY 2017 - MARCH 2018

- Coordinated and project managed marketing and communications tasks and deliverables.
- Assisted in the creation of social media content, print copy, & e-blasts.