



ASHLEY BROWN

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Summary

Experienced **Copywriter** and **Editor** skilled at producing a variety of content, including end-to-end marketing materials, long-form storytelling and product presentation. Particularly passionate and skilled at holistic brand messaging and product positioning, from concept to post-sale touchpoints.

Skills

- Content creation and storytelling
- Brand identity and product positioning
- End-to-end product marketing
- Social media, email and SEO
- MS Office
- WordPress
- Google Suite
- Monday.com
- Adobe InDesign

Experience

Senior Copywriter

12/2020 - Current

Cascade Designs Inc. | Seattle, WA

- Craft all copy, including brand voice, website, product names, videos, digital and print ads, workbooks, signage, emails, trade shows, blog articles, packaging and technical product instructions for multiple brands
- Manage 1 in-house copywriter and 1 contract copywriter, editing all content for a suite of 5 brands
- Recent educational Instagram post generated over 1 million views, 24k likes and increased MSR brand followers by ~5k

Editor

7/2016 - 4/2020

Product Copywriter

4/2015 - 7/2016

REI Co-op | Kent, WA

- Produced content focused on engagement, inspiration and education, including emails, articles, social posts, strategy, videos, promotional materials and product information
- Wrote email and social copy for year-long pilot of a new approach to direct campaigns
- Authored 43 articles for the REI Co-op Journal, including several ranked in site's Most Viewed, with one receiving over 84,000 views
- Pitched and wrote article that made \$15,000 in revenue with \$2,000 production cost
- Wrote hundreds of product descriptions for e-commerce pages and in-store signage

Copywriter/Content Marketing Specialist

5/2011 - 3/2015

ExOfficio | Seattle, WA

- Crafted all copy, including brand voice, website, product names, videos, ads, catalogs, signage, emails, trade shows, technology guides and packaging
- Determined key seasonal stories, product naming and trademarks with product managers
- Coordinated photoshoots and media library to reduce costs and ensure content accuracy
- Acted as brand liaison at industry and consumer events

Co-owner & Cofounder

1/2009 - 4/2015

Kukuruza Gourmet Popcorn/Popcorn Pavilion LLC | Seattle, WA

- Created brand identity, marketing strategy and execution, copy and product recipes
- Managed store operations, vendor orders and employees
- Expanded to four local stores and international franchises in four countries by 2014

Education

Bachelor of Arts: English and Psychology

6/2008

University of Washington | Seattle, WA

Dean's List; English GPA: 4.0

Highlights

- Featured in 2012 Seattle-area *Crave Guide*, a publication showcasing female entrepreneurs
- Completed a six-month thru-hike of the 2,665-mile Pacific Crest Trail, 2015