
Hayley Zielke

Copywriter

It's nice to "meet" you. I am a passionate and detail-oriented copywriter based in Denver, Colorado. Whether for outdoor gear, food and beverage, or home decor — what I love most is telling a good story.

Behind every great brand, there are words — words that communicate value, inspire action, and convey a little personality. I seek to craft messaging that bridges creativity with results and leaves a lasting impression.



Education

MBA, International Business

Belmont University - Nashville, Tennessee
Graduation: August 2016 | GPA 3.9

BA in Music Business

Belmont University - Nashville, Tennessee
Graduation: May 2015 | GPA 3.95

Good with Words: Writing and Editing
Specialization with Michigan University

Skills

- Short-form and long-form content
- Grammar, structure, tone
- Presenting creative work
- Content research and SEO
- Social Media Marketing

Interests

- Freshly baked pie
- My dog, Winston
- Crisp mountain air
- Mary Oliver

Experience

Artifact Uprising

Copywriter — 2019 - Present

- Write copy for a wide variety of marketing campaigns — ranging from long-form, SEO-driven content to emails and social posts
- Develop and execute a strategic testing plan in collaboration with the Creative and Revenue Teams
- Help bring new products to life writing product descriptions, names, marketing launch materials, and more
- Maintained Instagram engagement rate of over 4% yearly and grew followers by 14% (+86K) in two years

Zeal Optics

Digital Marketing Specialist — 2018 - 2019

- Created engaging content for social media channels with in-house imagery as well as UGC
- Planned, designed, and wrote campaigns for email marketing program and blog

Purely Elizabeth

Marketing Assistant — 2016 - 2018

- Increased social following by +50K engaged users, leveraging influencers and developing content
- Wrote copy for social, email, blog, and our quarterly e-Magazine