



Audrey Williams

COPYWRITER, EDITOR, AND ALL-AROUND MARKETING CREATIVE

ABOUT ME

Hi, I'm Audrey — a copywriter, editor, and all-around marketing creative. With eight years of experience, I know how to take an idea from brainstorm to production, through writing and editing, and present it all to *very pleased* clients. Always evolving to the needs of modern storytelling, I'm ready for my next challenge.

PROFESSIONAL EXPERIENCE

Marcom Writer, Apple, September 2022 – Present

- + Write unmistakably Apple-worthy headlines and body copy for direct marketing, retail programs, and apps.
- + Concepting ideas for seasonal campaigns and direct marketing.
- + Collaborate with UX Designers, Art Directors, Developers, and Product Managers to build innovative and seamless customer experiences.
- + Collaborate with ACDs, Apple Product Marketing, Product Managers, Engineers, and Editors to refine concepts.
- + Meet deadlines and work with producers to stay on track.
- + Keep up to date on the latest Apple products, e-commerce trends, and digital technologies.

Branded Editor, Babylist, March 2022 – Present

- + Ideate and create native branded content for all Babylist platforms (email, social, site) for national brands in the baby, parenting and lifestyle space, such as Honest, Pampers, Hello Bello, Fisher-Price and Skip Hop.
- + Assisted the Babylist sales and accounts team in all stages of a campaign, from the RFP process to reporting.

Senior Copywriter, Dagger, August 2021 – March 2022

- + Lead conceptual ideation and copy development for Allē, an aesthetics reward program.
- + Collaborate with client team, creative directors, designers, and legal team to produce copy for a variety of media including print, digital, video, social, and web.
- + Provide guidance and creative direction to freelance and junior copywriters.

CONTACT

Bay Area, CA

678.896.1379

audreypatriciawilliams@gmail.com

EDUCATION

University of North Georgia

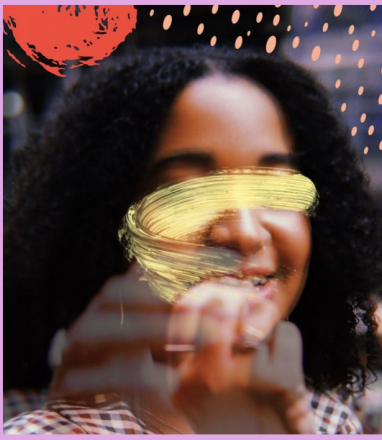
Bachelor of Arts in Communication, Journalism and Media Studies, fall 2015

SKILLS

Writing | Editing |
Concepting | Pitching |
Client Facing Comms |
RFP Management |
CMS | Production |
Social Media | Figma

AWARDS

First Place, Best Documentary for Black Girl Church — Atlanta Women's Film Fest, 2020



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PROFESSIONAL EXPERIENCE CONT'D

Senior Copywriter, Nebo Agency, July 2019 – August 2021

- + Collaborated with design, UX, email, and strategy teams to concept and execute integrated advertising and marketing campaigns, including web, print, social, editorial, and email.
- + Concepted social campaigns and execute copy for clients like ChooseATL, Brookdale Senior Living, and Cox Communications.
- + Edit and proof internal and client-facing copy for all Nebo teams.
- + Created information architecture and site copy for full site rebuilds with clients like South Downtown and Girl Up.

Branded Editor, Fashion & Beauty, Bustle (BDG Media), July. 2018 – July 2019

- + Worked across all BDG platforms (Bustle, Romper, The Zoe Report, Elite Daily) to ideate and create native branded content for beauty and fashion campaigns with brands such as Walmart, H&M, Gap, BareMinerals, Ulta, and more.
- + Assisted the BDG sales and accounts team in all stages of a campaign, from the RFP process to reporting.
- + Worked with design team to concept and organize the look and feel of all branded content, including articles, emails, social content, and photo shoots for campaigns.
- + Onboarded and managed a team of trusted freelance writers.

Branded Content Strategist & Producer, Influenster, Feb. 2017 – July 2018

- + Worked with accounts team and clients to create branded content for campaigns with brands such as Maybelline, L'Oréal, Reebok, and more.
- + Concepted, scripted, casted, and produced both video and photo shoots for campaigns.
- + Managed and created branded articles and content for social.

Asst. Sponsored Editor & Copywriter, Influenster, Sept. 2016 – Feb. 2017

Metro Reporter, New York Post, Feb 2016 – Sept. 2016

Reporter, The Gainesville Times, June 2014 – Sept. 2015

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