

COPYWRITER | ASSOCIATE CREATIVE DIRECTOR | [RACHEL@RACHELCOOKCOPYWRITER.COM](mailto:RACHEL@RACHELCOOKCOPYWRITER.COM) | 336.354.8404 | WASHINGTON, DC

Freelance Copywriter & Strategist @ [rachelcookcopywriter.com](http://rachelcookcopywriter.com) | 2013–Present

Amazon | Capital One | Microsoft | Verizon | Nationwide | Fannie Mae | Bailey, Banks & Biddle | Golfsmith International | Asurion | Wrangler | AMD | Nom Nom | Nutrisystem

#### AGENCIES:

**Weber-Shandwick** | Washington, DC | FT: 2021 – present

**Subject Matter** | Washington, DC | Freelance: 2021

**Honestly** | Greensboro, NC | Freelance: 2021

**Bouvier Kelly** | Greensboro, NC | Freelance: 2021

**Tombras** | Knoxville, TN | Freelance: 2020

**SmithGifford** | Washington, DC | FT: 2018 – 2019, Freelance: 2020

**Drumroll** | Austin, TX | FT: 2015 – 2018, Freelance: 2019–2021

**McKinney** | Durham, NC | Freelance: 2014

**Saatchi & Saatchi** | New York, NY | FT: 2012 – 2013

**MullenLowe / Frank About Women** | Winston-Salem, NC | FT: 2006 – 2012

**CoyneBeahmShouse** | Greensboro, NC | FT: 2005 – 2006

#### SCHOOLS:

**University of Texas** | Masters/Portfolio | 2003 – 2005

**University of North Carolina at Asheville** | Bachelors | 1997 – 2002

#### SOFTWARE:

**Adobe Creative Suite** | 🏆: Acrobat Pro | 🍯: InDesign, Photoshop |

🍯: Illustrator, Premiere

**G Suite** | 🏆: Mail, Docs, Slides, Calendar | 🍯: Sheets, Forms, Sites

**Microsoft Office** | 🏆: Word, PowerPoint, Outlook, Teams | 🍯: Excel

#### BUZZWORDS:

Copywriter | Writer | Associate Creative Director | Award-Winning | ADDY | Clio | Manager | Branding | Broadcast | Commercial | TV | Print | Radio | OOH | Digital | Web | Email | Ad | Experiential | Immersive | Interactive | Event | IRL | Social Media | Facebook | Instagram | Snapchat | LinkedIn | Twitter | Filter | Content | Strategy | Positioning | SEO | Blog | Whitepaper | Financial | Beauty | B2C | B2B | Integrated | 360° Campaign | Pitch | RFP | Presentation | Client-Facing | Concept | Brainstorm | Agency | Experience | Inhouse | Research | Testing | Animatics | Production | Partner | Insert cliché here \_ | Pun here \_ | Cats

#### HEADLINES:

**Results:** Conceived and executed the interactive experiential capital campaign for **Children's National Hospital Foundation** that tripled the monetary goal, increased web traffic by 500% Y.O.Y. and converted 124% of first-time donors.

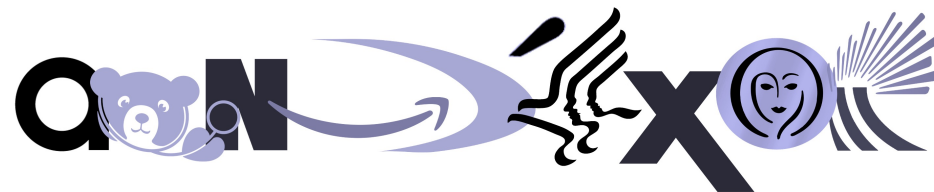
**Branding:** Masterminded and implemented new global brand campaigns for two iconic beauty brands, **TRESemmé** and **Olay**.

**Testing:** Produced the highest-scoring testing animatic in **P&G's** marketing history.

**Sales:** Created the social post for **Golfsmith International** that helped Jordan Spieth's Masters shirt sell out online ... three times.

**Experiential:** Created a comprehensive playbook for all **Capital One** Café grand openings – turning bankers into seasoned event planners.

**Trick:** Can touch tongue to nose.



*Rachel Cook*