

COPYWRITER | ASSOCIATE CREATIVE DIRECTOR | RACHEL@RACHELCOOKCOPYWRITER.COM | 336.354.8404 | NASHVILLE, TN

Freelance Copywriter & Strategist @ rachelcookcopywriter.com | 2013–Present

CLIENTS: Amazon | Fannie Mae | Wrangler | Nationwide Financial Services | Capital One | Bailey, Banks & Biddle | Golfsmith International

#### AGENCIES:

SmithGifford | Washington DC | FT: 2018 – 2019

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

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

Majors: Copywriting & Account Planning

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

Major: Creative Writing | Minor: Marketing

#### 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, OneNote

#### 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:** Concepted 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 iconic two 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.

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

#### STORIES @ RACHELCOOKCOPYWRITER.COM:



*Rachel Cook* COPYWRITER

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