

COPYWRITER | ASSOCIATE CREATIVE DIRECTOR | RACHEL@RACHELCOOKCOPYWRITER.COM | 336.354.8404 | WASHINGTON, DC

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

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

AGENCIES:

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, 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: 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