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I AM A SERIOUS PROFESSIONAL

<p>Senior Copywriter Peet's Coffee & Tea</p>	<p><i>April - July 2017, Emeryville</i></p> <ul style="list-style-type: none"> • Created concepts and copy for POS, digital, social, merchandise, and more. • Collaborated with the coffee team to write longer coffee stories and related materials. • Worked quickly within tight timelines for promotional work, while managing longer seasonal deadlines.
<p>Senior Copywriter Sam's Club</p>	<p><i>February 2016 - February 2017, San Bruno</i></p> <ul style="list-style-type: none"> • Created internal and external banners/drivers. • Involved in all aspects of big and small campaigns--from wireframes to social media. • Delivered compelling copy under extremely tight timelines for everything from pets to pharmacy to produce.
<p>Copywriter Swirl</p>	<p><i>June 2014 - January 2016, San Francisco</i></p> <ul style="list-style-type: none"> • Concepted and crafted copy for bus shelter ads designed to look like social posts for the San Francisco Zoo--along with creating the actual social material on Instagram, Facebook, and Twitter. • Strategized, structured content, and wrote all manner of scripts for Walmart's Holiday Hub campaign (with Melissa Joan Hart and Anthony Anderson). • Collaborated on UX and wrote an interactive healthcare microsite for Walmart.
<p>Copywriter Questus</p>	<p><i>September 2013 - April 2014, San Francisco</i></p> <ul style="list-style-type: none"> • Rebranded Starbucksstore.com by pairing a mobile-first experience with a strategic story via tone, layered content, and functionality. • Concepted and crafted a mobile-first landing page for Starbucks Blonde Roast to align with the rebranded store site. • Pushed the responsive General Motors credit card experience on Capital One by telling a quicker, more compelling story.
<p>Copywriter SapientNitro</p>	<p><i>May - June 2013, San Francisco</i></p> <ul style="list-style-type: none"> • Crafted strategy, concepts, and copy to align with tight, weekly deliverables for the global redesign of Sony.com. • Uncomplicated complicated technologies to communicate clear consumer benefits and differentiate similar products.
<p>Copywriter Freelance</p>	<p><i>December 2012 - April 2013, San Francisco</i></p> <ul style="list-style-type: none"> • Lots of concepting, crafting long and Twitter-sized copy, rebranding research and voice exercises, campaign strategy, too much green tea, and other big important things.



copywriter

Copywriter

September - November 2012, San Francisco

Sequence

- Helped rebrand **EA's** online gaming site **Pogo.com** by defining Pogo's principals and personality, and crafting a rallying manifesto.
- Wrote a website for the development company **Vinsol** that included complex case studies and a more effective CTA strategy.

Copywriter &

Branding Strategist
Freelance

February - August 2012, Boston

- Concepted and created copy to bring brands to life through digital, broadcast, outdoor, print, and point-of-sale advertising.

Copywriter

Digitas

November 2010 - February 2012, Boston

- Rebranded and rewrote the desktop and mobile versions of Goodyear.com to align with the "More Driven" campaign.
- Did the same for **Dunloptires.com**.
- Created a microsite for **Sharpie** to engage a younger, creative demographic.
- Won the chance to pitch our campaign to **Chapstick** after competing with teams internally.
- Created many rich media, and not-so-rich-media, online banners for **Goodyear, Dunlop, and Giant Food**.

Copywriter

**Engine
Company 1**

February - November 2010, San Francisco

- Laid down clever heads and body for integrated and B2B projects for **Rubio's, California Pizza Kitchen, The 49ers, The Monterey Bay Aquarium, Whole Foods, Heinz, and Wag Hotels**.

Copywriting Intern

R/GA January - March 2009, San Francisco

I GOT SCHOOLED

Miami Ad School October 2007 - September 2009, San Francisco, CA
Copywriting Portfolio Program

Creative Department April 2007, San Francisco, CA
Copywriting and Concepting

Academy of Art University May 2006, San Francisco, CA
Advertising and Marketing Strategies

St. Lawrence University May 2002, Canton, NY
Bachelor of Arts Degree - English Literature