



copywriter

becky @ bekydarling.com
www.beckydarling.com

I AM A SERIOUS PROFESSIONAL

Senior Copywriter Freelance	<i>September - Present 2017, Leovince (Italian motorcycle exhaust company)</i> <ul style="list-style-type: none">Working with leadership to tell the most effective story throughout the site, along with concepting and creating the right flow of information on product pages.
Senior Copywriter Peet's Coffee & Tea	<i>April - July 2017, Emeryville</i> <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.
Senior Copywriter Sam's Club	<i>February 2016 - February 2017, San Bruno</i> <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.
Copywriter Swirl	<i>June 2014 - January 2016, San Francisco</i> <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.
Copywriter Questus	<i>September 2013 - April 2014, San Francisco</i> <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.
Copywriter Freelance	<i>May - June 2013, San Francisco: SapientNitro</i> <ul style="list-style-type: none">Uncomplicated complicated technologies to communicate clear consumer benefits and differentiate similar products for the global redesign of Sony.com.
	<i>December 2012 - April 2013 San Francisco: BloomThat, Amazon Advertising, etc.</i> <ul style="list-style-type: none">Wrote strategy documents, brand guidelines, tag lines, microsities, banners, along with social and video content.



copywriter

**Copywriter
Freelance**

September - November 2012, San Francisco: Sequence

- Rebranded the online gaming site **Pogo.com**, and rewrote a website for the development company **Vinsol**, including complex case studies and an improved CTA strategy.

February - August 2012, Boston: Life is Good, Improv Asylum, etc.

- Created copy for a diverse line of products at **Life is Good** (including clothing, outerwear, and accessories), along with in-store and outdoor messaging, emails, and website copy for **Improv Asylum**.

**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
(now Chemistry Club)**

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**.

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