



copywriter

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## I AM A SERIOUS PROFESSIONAL

**Senior Copywriter** *September 2017 - March 2018, Leovince (Italian motorcycle exhaust company)*  
**Freelance**

- Worked with leadership to develop the right brand voice, wrote copy style guides, created a better flow of information on product pages, and streamlined product copy.

**Senior Copywriter** *April - July 2017, Emeryville*  
**Peet's Coffee & Tea**

- Created concepts and copy for POS, digital, social, merchandise, and more.
- Wrote all manner of product copy along with longer coffee stories and related materials.
- Managed junior copywriters and interns.

**Senior Copywriter** *February 2016 - February 2017, San Bruno*  
**Sam's Club**

- Created internal and external banners/drivers.
- Involved in all aspects of big and small campaigns--from wireframes to social media.
- Delivered compelling copy (along with product copy) under extremely tight timelines for everything from pets to pharmacy to produce.
- Managed junior copywriters and interns.

**Copywriter**  
**Swirl**

*June 2014 - January 2016, San Francisco*

- 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**.
- Created and polished product copy.
- Managed junior copywriters and interns.

**Copywriter**  
**Questus**

*September 2013 - April 2014, San Francisco*

- 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**

*May - June 2013, San Francisco: SapientNitro*

- Uncomplicated complicated technologies to communicate clear consumer benefits and differentiate similar products for the global redesign of **Sony.com**.

*December 2012 - April 2013*

*San Francisco: BloomThat, Amazon Advertising, etc.*

- Wrote strategy documents, brand guidelines, tag lines, microsities, banners, along with social and video content.



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**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