





ALYSSA GIRDWAIN

COPYWRITER

CONTACT

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-  Chicago, IL

SKILLS

Copywriting

Social Media

Market Research

Brand Development

Creative Strategy

Client Services

AP Style

Sprout Social

Basic SEO

Basic Adobe Suite

MS Office

G Suite

Ads Manager

EDUCATION

DePaul University
Bachelor of Arts
English (Creative Writing)
2016

WORK EXPERIENCE

Senior Copywriter

Pivot Design

May 2022 - Present

Work with visual designers to develop unique concepts based on client brand strategy; translate complex material into clear, concise content across digital media types for Sterling Bay, Meridian, Sanofi, Amgen, Sobi

Writer

Freelance

Jan. 2019 - May 2022

Sourced expert insight and wrote articles across health and wellness, relationships, and e-commerce verticals for outlets like Women's Health and Well+Good

Social Media Strategist + Copywriter

The Gettys Group Companies

March 2021 - April 2022

Owned social media strategy and content creation for The Gettys Group; collaborated with visual designers to create hotel and F&B brand concepts for Autograph Collection, Tribute Portfolio, Hyatt Centric

Copywriter

BCV

Sept. 2019 - Dec. 2020

Crafted paid and organic social media copy for two dozen hospitality clients across the chain scale like The Sinclair, Omni Nashville, Salishan Coastal Lodge, and others

Content Strategist

Dose (now Orchard)

July 2018 - Sept. 2019

Created market research campaigns using multivariate social media testing to analyze product innovations, marketing messages, and consumer motivations for Amazon, Clorox, P&G, Alaska Airlines

Branded Content Editor

Dose (now Orchard)

Jan. 2017 - July 2018

Conceptualized branded video, editorial, and social campaigns with in-house video team for Boost Mobile, Amazon, WGN Radio

Content Intern

Walker Sands

Oct. 2016 - Dec. 2016

Ghostwrote content in trade publications for enterprise software and professional services clients