

# ALYSSA GIRDWAIN

## EXPERIENCE

### SENIOR COPYWRITER

*Pivot Design | May 2022 - Now*

Help Illinois residents understand Medicaid coverage and boost health education through paid and organic social media for Meridian of Illinois

Create programs, social media content, and marketing materials for Sanofi's patient support group to empower bleeding disorder community

Support rare disease units at Amgen and Sobi by writing and sourcing thought leadership pieces and newsletters

Led copy development for inaugural issue of a 78-page branded publication for commercial real estate developer Sterling Bay

### WRITER

*Freelance | January 2019 - May 2022*

Pitched, sourced expert insight, and wrote articles across health & wellness, sex & relationships, and e-commerce verticals for top media outlets

### SOCIAL MEDIA STRATEGIST + COPYWRITER

*The Gettys Group Companies | March 2021 - April 2022*

Built and executed company social media strategy from ground up, averaging 5% and 19% engagement rates on Instagram and LinkedIn

Collaborated with design teams and external stakeholders to develop boutique hotel and F&B brands

### COPYWRITER

*BCV | September 2019 - December 2020*

Crafted paid and organic social media copy to boost bookings for 20+ hospitality clients across the hotel chain scale

### CONTENT STRATEGIST

*dose (now Orchard) | January 2017 - September 2019*

Pioneered dose's "in the wild" test-and-learn research solution by building multivariate tests on social media to measure consumer behavior

Led content creation for dose's first influencer campaign with Bob Vila for Amazon Key, including testing, social media content, video, blog

Produced insight-driven branded videos for Boost Mobile to increase brand cachet in key emerging markets

### CONTENT INTERN

*Walker Sands | October 2016 - December 2016*

Disseminated complex technical information into easy-to-understand content for trade publications

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## SKILLS

Copywriting

Multivariate Testing

Social Media

Market Research

Creative Strategy

Interviewing

AP Style

Brand Development

Sprout Social

Meta Ads Manager

Adobe Creative Suite

Figma

## SELECT BRANDS I'VE WORKED WITH

STERLING BAY  
SANOFI  
AMGEN  
MERIDIAN OF ILLINOIS  
EQUALITY HEALTH  
SOBI  
MARRIOTT  
HYATT  
AMAZON  
P&G  
CLOROX  
BOOST MOBILE  
ALASKA AIRLINES  
WOMEN'S HEALTH  
WELL+GOOD

## EDUCATION

**BACHELOR OF ARTS,  
ENGLISH**

*DePaul University*