



DEVON REYES

Copywriter

CONTACT INFORMATION



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Minneapolis, MN 12345

KEY SKILLS

- Email copy
- Product descriptions
- Social captions
- Light SEO writing
- Klaviyo, Mailchimp
- Figma basics
- Brand voice matching
- Copy editing

ABOUT ME

Junior copywriter with 18 months of in-house experience and a portfolio focused on DTC and nonprofit work. Comfortable across email, social captions, and product copy. Looking for an agency seat with strong mentorship.

PROFESSIONAL EXPERIENCE

Junior Copywriter

Brightleaf Goods, Minneapolis, MN | 2023 - Present

- Write 8-12 lifecycle and promo emails per month for a houseplant subscription brand with 64K subscribers.
- Reworked the abandoned-cart series with a new headline tested against the control, recovering an extra \$11,400 in the first month.
- Draft product titles, descriptions, and bundle copy for monthly Shopify drops.
- Pair with the social manager on TikTok scripts and caption variations.

Copy Intern

Westbrook Nonprofit Collective, Minneapolis, MN | Summer 2022

- Wrote fundraising emails and landing pages for three partner organizations during the summer giving push.
- Helped re-voice the donor newsletter, contributing the headline used on the year-end appeal.
- Built a tagline bank of around 40 options that the team still pulls from for grant applications.

EDUCATION

B.A., Advertising, University of Minnesota, 2022