



MAYA ELLINGTON

Copywriter

CONTACT INFORMATION



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Portland, OR 12345

EDUCATION

B.A., English (Creative Writing concentration), University of Oregon, 2018

Miami Ad School portfolio bootcamp, 2019

KEY SKILLS

- Brand voice development
- Long-form and short-form copy
- Concepting with art directors
- Email and lifecycle writing
- Landing page and SEO copy
- Video scripts and VO
- Figma, Notion, Asana
- Client presentation
- A/B test copy

ABOUT ME

Senior copywriter with 7 years writing for DTC brands, B2B SaaS, and lifestyle retail. Lead end-to-end campaign work from concept through launch, partnering with art directors, brand strategists, and paid media teams. Comfortable shifting voice across email, landing pages, OOH, and short-form video scripts.

PROFESSIONAL EXPERIENCE

SENIOR COPYWRITER | NORTHGROVE & VALE, PORTLAND, OR 2021 - PRESENT

- Lead copy on the brand's spring and fall product drops, writing site, email, and paid social in tandem with the creative director.
- Rewrote the homepage and PDP narrative for the loungewear category, lifting add-to-cart rate by 28% in the eight weeks after launch.
- Built a tone-of-voice guide adopted across CX, retention, and influencer teams, cutting back-and-forth review cycles by roughly half.
- Concept partner on a four-spot YouTube pre-roll campaign that pulled the brand's first 2M+ view tally on a single asset.
- Mentor two junior copywriters through weekly crits and shared briefs.

COPYWRITER | HELLWOOD CREATIVE (AGENCY), PORTLAND, OR 2019 - 2021

- Wrote integrated campaigns for a regional credit union, a meal-kit startup, and a wellness app, presenting concepts directly to clients.
- Shipped 40+ landing pages tied to paid social funnels, with the top three driving a blended CPA below \$14.
- Pitched the tagline that anchored a statewide tourism push picked up by AdWeek's weekly roundup.
- Sat in on user research sessions to pull verbatims into ad copy and onboarding flows.

JUNIOR COPYWRITER | SUNDIAL MEDIA GROUP, EUGENE, OR 2018 - 2019

- Drafted blog posts, product descriptions, and lifecycle emails for a roster of 12 small-business clients.
- Took over a stalled e-commerce client and rebuilt their welcome series, taking open rates from the high teens into the mid-30s.
- Sourced and edited UGC captions for Instagram and Pinterest content calendars.