

KATIE COWELL.

creative director, copywriter

book smarts.

University of Missouri

Missouri School of Journalism
Columbia, MO | May '14
Bachelor of Journalism,
Strategic Communication

University of Westminster

School of Media, Arts & Design
London, UK | Jan '13-May '13

skills.

Copywriting
Content strategy
Digital marketing
Branding
UX / UI
SEO writing
Project management
Amateur photography
Customer service + hospitality

contact.

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street smarts.

Creative Director, SYNEK Beer & Wine

Feb '17-Mar '18

Denver, CO

- **Leadership:** Managed the teams behind several product launches & major content releases. Worked with the dev team & led a website redesign, site-wide UX audits + improvements & app creation. Led the creation, design & production of marketing materials for investor pitches. Mentored a social media intern.
- **Email Strategy:** Developed strategies to revive a long-stale email database. Wrote engaging emails that improved open rates (avg. 29%; high 80%) & CTR (avg. 2.5%; high 18%). Increased per-email revenue by 88%. Email became the top sales driver for the company MOM.
- **UX Design:** Redesigned a 3-tier product catalog to improve usability & increase sales. Wireframed the app for an IoT device.
- **Branding:** Led brainstorming & developed the brand voice + visual standards for SYNEK Wine. Refined & honed the brand standards for SYNEK Beer.

Content & Community Specialist, Nestle Purina

Sept '14-May '19

Denver, CO & St. Louis, MO

- Helped build a new brand, Just Right by Purina, by executing **high-level content strategy** & developing a distinctive **brand voice**.
- Wrote **conversion-optimized landing pages**, personalized email drip campaigns, brand website, research-heavy blog posts, **infographics**, display & remarketing ads, social media posts & Google AdWords.
- **Translated technical scientific concepts** into actionable content for the average dog owner.
- Owned DTC communication, managed the social content calendar & developed tactics for on- & offline **advocate nurturing**.

Freelance Copywriter

- Packaging, POP, website, branding, **Happynest**
- Long form content, **Manufacturing Millionaires**

Aug '18-present

Apr '17-Jul '17

Junior Copywriter, Moosylvania

Jun '14-Aug '14

St. Louis, MO

- Wrote **digital, print & packaging copy** for BACARDÍ, Martini & Rossi, Workshop Vacuums & Friends of Wings.
- Helped brainstorm BACARDÍ's Gran Reserva Collection launch, incorporating **print, POP & experiential executions** for on- & off-premise sites.
- Researched, conceptualized & pitched a new digital acquisition/engagement strategy for the agency.