

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
SEO
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 timelines for 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 & CTR. Dramatically increased email sales, which led to email becoming the top sales driver for the company month-over-month.
- **UX Design:** Redesigned a 3-tier product catalog to improve usability & increase sales. Wireframed the app accompanying an IoT device.
- **Branding:** Led brainstorm & developed the brand voice + visual standards for SYNEK Wine. Refined & honed the brand standards for SYNEK Beer.

Freelance Copywriter

- Packaging copy, Happybird
- Long form content, Manufacturing Millionaires

Aug '18

Apr '17-Jul '17

Content & Community Specialist, Nestle Purina

Sept '14-present

Denver, CO & St. Louis, MO

- Helped build Just Right by Purina, a fledgeling brand specializing in personalized dog food, by executing **high-level content strategy** & by developing a distinctive **brand voice**
- Wrote & edited copy for **conversion-optimized landing pages**, personalized email drip campaigns, brand website, SEO-focused blog posts, **infographics**, display & remarketing ads, social media posts & Google AdWords
- Advocated for **SEO writing**, link-building & on-page optimization
- Owned DTC communication, managed the social content calendar & developed tactics for on- & offline **advocate nurturing**

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