



Sara Ward

COPYWRITER

Profile

10+ years of experience creating copy and content. Relevant experience including digital, social, blog, email marketing, SEO copy, web content and product description. Highly conceptual thinker who works best in collaborative, fast-paced groups, but is also an organized self-starter who works well independently and performs like a champ under tight timelines. Able to execute under pressure in deadline-driven environment, adjust nimbly to feedback and requests for edits, and able to match client voice to maintain brand integrity and continuity. Loves to tell a compelling story that drives action and engagement. Devoted fan of the oxford comma.

Employment History

Copywriter | Freelance, Party City, Pleasanton, CA

SEPTEMBER 2019 — JANUARY 2020

- Created digital media and blog content for seasonal flow of retail markets.
- Focus on SEO copy to enhance search optimization.
- Distributed to social channels.
- Wrote retail web descriptions for a broad array of sku's.
- Worked in collaboration with project manager to define project goals and establish timeline.

Copywriter | Freelance, Hornblower Cruises, San Francisco, CA

MARCH 2019 — AUGUST 2019

- Created long-form content for corporate blog with SEO focus.
- Wrote broadcast copy for radio ads across West Coast Markets.
- Wrote email marketing copy for West Coast targets.
- Created print copy for SoCal magazine advertising.
- Worked with several teams across markets to deliver content with a voice and tone that was specific to that area.

Copywriter | Marketing Manager , Silver Law Firm, Oakland, CA

DECEMBER 2017 — MARCH 2019

- Created web content with a focus on SEO writing to build brand and optimize search.
- Responsible for all content for social media campaign.
- Managed off-site digital agency to align messages across all platforms.
- Wrote all ad copy for PPC campaign.
- Tracked and tweaked keywords and copy per data from Google Analytics.
- Tracked lead conversion through legal CRM software.

Copywriter, Japanese Weekend, San Francisco, CA

SEPTEMBER 2006 — OCTOBER 2010

- Wrote all descriptive content for maternity fashion retail website.
- Created content for advertising and marketing collateral.
- Worked with staff to identify branding and messaging for overarching continuity.
- Used data from sales to tailor descriptions and refine copy.

Details

510.561.4264

sara.a.ward@gmail.com

Links

[Portfolio](#)

[Linkedin Profile](#)

Skills

Copywriting

Creative Writing

Email Marketing

SEO Copywriting

Broadcast Copy

Content Writing

Digital Media

Social Media Content

CMS

Google Analytics

Hobbies

Micro-embroidery, Felting, Painting, Graphic Design, Web Design, and all other things creative.

Education

University of Colorado at Boulder, Boulder, CO

AUGUST 1996 — MAY 1998

References

References available upon request