

# ELIZABETH HOLLINGSHEAD

SENIOR COPYWRITER 📍 MESA, ARIZONA 📞 480-662-9249

## ◦ PERSONAL DETAILS ◦

Mesa, Arizona  
480-662-9249  
[lizzy.hollingshead@gmail.com](mailto:lizzy.hollingshead@gmail.com)

## ◦ LINKS ◦

[Portfolio](#)  
[LinkedIn](#)

## 👤 PROFILE

Experienced and award-winning copywriter and copy editor with over 10 years of professional experience. My work has been featured in Vogue, GQ, Harper's Bazaar, Oprah's Favorite Things, Nordstrom, and more.

## ★ AWARDS AND ACHIEVEMENTS

### 2021 Bronze Telly Award

“Using Appropriate Units,” an animated mathematics video

### 2020 Gold Telly Award

“Middle School Social Studies,” a scripted social studies series

### 2020 Silver Telly Award

“Hooke’s Law,” an animated science video

### 2020 Bronze Telly Award

“Alexander the Great,” a scripted social studies video

### 2020 Silver Serious Play Award

“It’s Alive... Or Is It?,” an original, interactive video game with over 15,000 words of dialogue

## 📁 EMPLOYMENT HISTORY

### Senior Creative Copywriter at Foundry Brands

April 2022 — Present

Foundry Brands is an e-commerce aggregator operating in the men's care, home goods, and outdoor and RV equipment spaces.

- Oversees all copy deliverables for 8 e-commerce brands: Supply, Blu Atlas, Stryx, Craft & Kin, Benevolence LA, TechnoRV, and LevelMate
- Ensures voice, tone, and brand consistency, helping Foundry Brands exceed sales projections by at least 10% year over year
- Creates individual cohesive brand and style guides illustrating voice and tone, visual guidelines, type treatments, color palettes, and imagery and photography for each in-house brand
- Manages small team of 2 contract copywriters, bringing 90% of copy needs in-house to maintain high editorial standards
- Authors and maintains robust internal style guide, adhering to the Chicago Manual of Style, which in turn reduced grammatical and spelling errors in outbound communications by 40%
- Works cross-functionally with 2 graphic designers, 2 email specialists, and various contractors to increase email open rate, click-through rate, and conversion
- To date, has conceptualized, drafted, written, and proofread over 500 sales and marketing emails
- Writes product packaging copy for design imagery featured on Amazon, Target+, Walmart.com, Scheels, Dick's Sporting Goods, Shopify, Nordstrom, and more
- Uses Jira, Figma, Canva, Notion, Confluence, Slack, Microsoft Office, and Microsoft PowerPoint to collaborate across departments

**Creative Copywriter at StrongMind, Chandler, AZ**

July 2018 — February 2022

StrongMind is an educational technology company specializing in fully animated video for students in grades K-12.

- Worked as sole copywriter on a 35-person creative team comprised of US-based and overseas graphic designers, animators, UX designers, and videographers to create over 900 animated educational videos
- Wrote all content for animated video, interactive media and games, infographics, comic strips, blog posts, and more
- Served as key contributor in all aspects of the creative process, from storyboarding, to workshopping, to final publish
- Created media in varying educational subjects, including language arts, science, mathematics, history, social studies, and social and emotional learning (SEL)

**Freelance Copywriter at Ad Zombies, Mesa, AZ**

January 2022 — February 2024

Ad Zombies is a small advertising agency specializing in out-of-the box ad design, landing pages, social media engagement, and more.

- Created over 300 unique ads, landing pages, and scripts marketing consumer goods, professional services, podcasts, and events.

 **EDUCATION**

**English (Professional Writing), Brigham Young University - Idaho, Rexburg, ID**

September 2009 — December 2014

Bachelor of Arts