



Elizabeth Hollingshead

COPYWRITER • EDITOR • PROOFREADER

Mesa, AZ 

480-662-9249 

lizzy.hollingshead@gmail.com 

elizabethhollingshead.net 

EDUCATION

- BYU-Idaho • Rexburg, ID
Bachelor of Arts
English/Professional Writing
2014

TECHNICAL SKILLS

- Copywriting
- Copy Editing
- Script Writing
- UX Writing
- App Development
- Social Media Content Creation
- Printed & Online Publications
- Content Creation & Development
 - Marketing Communications
 - Team Collaboration
 - Chicago Manual of Style
- Associated Press Manual of Style
- Content Management Systems (Jira, SharePoint, OneDrive)

AWARDS & ACCOMPLISHMENTS

2021 Bronze Telly Award

“Using Appropriate Units,” a fully animated mathematics video.

2020 Gold Telly Award

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

2020 Silver Telly Award

“Hooke’s Law,” a fully 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 for sixth-grade science.

PROFESSIONAL EXPERIENCE

Foundry Brands | Remote | 2022 - PRESENT

Senior Creative Copywriter

- Oversees creative and communication strategy for a multi-brand creative agency and e-commerce aggregator, which pulls in millions of dollars in sales per year and around \$150,000 per day.
- Collaborates with sales, marketing, supply chain, finance, social media, integration, and growth teams to uphold best copy, voice, and tone practices while maintaining high-quality work.
- Writes, edits, and proofreads all sales, marketing, and creative copy across all brands including product copy, email campaigns, marketing and corporate communications, and social media content.
- Creates individual cohesive brand and style guides illustrating voice and tone, visual guidelines, type treatments, color palettes, and imagery and photography for eight different brands in differing markets.
- Interprets and executes design briefs around new product development, sales, marketing, and email campaigns, photo and video shoots, packaging development and design, and social media posts and imagery.
- Writes product packaging copy for design imagery featured on Amazon, Target+, Walmart.com, Scheels, Shopify, and various other D2C sites.

StrongMind | Chandler, AZ | 2019 – 2022

Creative Copywriter

- Worked with large creative production team to create educationally sound, immersive media for K-12 students.
- Wrote creative scripts for animated videos, interactive media and games, infographics, and comic strips.
- Brainstormed creative methods to reach students educationally.
- Served as a key contributor in all phases of artistic concept design, collaborating with all members in the process to increase quality of final content.
- Demonstrated self-reliance by meeting and exceeding workflow needs.
- Created content for various educational subjects, including mathematics, science, language arts, history, social studies, social and emotional learning (SEL), and electives.
- Performed in-depth research before creating media.

StrongMind | Chandler, AZ | 2018-2019

Editor

- Collaborated with an editing team across all departments to prepare curriculum courses for production and eventual publication.
- Edited course content for clarity, readability, appropriate grade level, cognitive load, spelling, grammar, and mechanics—often rewriting to reflect internal style.
- Adhered strictly to the Chicago Manual of Style and internal StrongMind style guide.

continues page 2

Elizabeth Hollingshead

COPYWRITER • EDITOR • PROOFREADER

PROFESSIONAL EXPERIENCE *continued*

Isagenix International, LLC | Gilbert, AZ | 2015-2018

Editor

- Collaborated with a small team to uphold brand standards and internal style for over 1,000 corporate employees, over 500,000 customers, and 15 international markets.
- Proofread copy for all social media channels and social media images, often working with graphics designers to conceptualize images to reach all markets.
- Reworked and edited daily articles for IsaFYI.com, IsagenixHealth.com, and IsagenixEvents.com, each site garnering thousands of visits per day.
- Edited all in-house publications for *Start Magazine*, *IsaNews Magazine*, and the Isagenix Product Catalog.
- Wrote, edited, and distributed weekly corporate newsletter.
- Edited content using Associated Press style and helped create and maintain an in-house style guide.
- Developed and conceptualized copy for the IsaLife™ app, which is available in the Apple App Store.