

ANDREA PRATT

prattfolio.com | [linkedin.com/in/andreapratt1](https://www.linkedin.com/in/andreapratt1) | Philadelphia, PA

CONTENT STRATEGIST & COPYWRITER

I align organizational goals with audience needs to write content that moves people. In 8+ years as a content strategist and copywriter, I've successfully driven audience engagement and action across applications, including ads, web, apps, email, social, and much more.

EXPERIENCE

Senior Content Associate - TerraCycle

October 2021 - present

- Strategized and wrote new welcome email campaign with A/B test that had a 37.45% open rate and 35.77% click-through rate.
- Wrote multi-brand recycling program campaign (email, organic social, ads) that drove 379 sign-ups across 11 programs, helping capture \$87k in revenue.
- As part of a cross-functional team, strategized and executed on a content marketing plan that drove 2,800 community organization signups in 1.5 months.
- Scripted a new video ad (based on a user-generated content trend) that had a 4.0 return-on-ad-spend (ROAS) in paid advertising and is now running globally.
- Wrote a B2C Plastic Free July sale campaign (email, social, ads, web) for Zero Waste Box that drove \$505k revenue (6% increase YOY).
- Identified SEO opportunity to rank for "greenwashing" terms and wrote a page that consistently ranks in the top 1-3 search results.
- Worked one-on-one with CEO to ghostwrite dozens of thought leadership articles for industry publications, leading to millions of views.
- Led UX copywriting of the online recycling program builder that enables B2B partners to create a recycling program in minutes.
- Launched comprehensive content style guide and continue to oversee adoption company-wide.
- Provide strategic guidance and thoughtful editing for 20+ person marketing team.

Content & Strategy Lead - 2 Fish Company

April 2017 - October 2021

- Led content strategy and copywriting at marketing agency; go-to for all writing needs across 15-20 clients (B2B and B2C, for- and not-for-profit) at any given time.
- Developed, presented, and executed cross-channel strategy (email, social media, web, interactive, print) for each client.
- Delivered dozens of high-quality pieces on time each week in fast-paced, demanding environment.

Communications Coordinator - CultureWorks

Sept 2015 - June 2017

- Originated effective marketing and content strategy for resource-strapped non-profit.

EDUCATION

Bachelor's, Health Communications with minors in Advertising & PR, Spanish
Frederik Meijer Honors College, Grand Valley State University (2013-2017)

SKILLS INCLUDE

Content strategy

Campaign management

Cross-functional collaboration

Copywriting/editing

Proofreading

Accessible content

SEO

Research

Applying style