
Hayley Zielke

Senior Copywriter

It's nice to "meet" you. I am a clever and detail-oriented copywriter based in Denver, Colorado. What I love most is telling stories.

Behind every good brand, there are really good words that communicate value, inspire action, and convey a little personality. I'm here to help craft messaging that bridges creativity with results and leaves a lasting impression.



Education

MBA, International Business
Belmont University - Nashville, Tennessee
Graduation: August 2016 | GPA 3.9

BA in Music Business
Belmont University - Nashville, Tennessee
Graduation: May 2015 | GPA 3.95

Good with Words: Writing and Editing
Specialization with Michigan University

Skills

- Short-form and long-form content
- Grammar, structure, tone
- Presenting creative work
- Content research and SEO
- Copy editing
- Project management

Interests

- Freshly baked pie
- My dog, Winston
- Crisp mountain air
- Mary Oliver
- Em dashes

Experience

Magnolia

Senior Writer — 2022 - Present

- Write copy for retail and brand experience lanes of the business, including emails, paid ads, texts, blog posts, web banners, signage, lookbooks, organic social posts, and more
- Provide copy direction for other writers on creative team and edit their work
- Collaborate with cross-functional partners to address feedback
- Brainstorm seasonal campaigns and develop key messaging for marketing channels
- Write thematic articles for Magnolia Journal

Artifact Uprising

Copywriter — 2019 - 2022

- Wrote copy for marketing campaigns, ranging from long-form, SEO-driven content to emails and social posts
- Developed and executed a strategic copy testing plan
- Helped bring new products to life writing product descriptions, names, and marketing launch materials

Zeal Optics

Digital Marketing Specialist — 2018 - 2019

- Created engaging content for social media channels
- Planned, designed, and wrote campaigns for email marketing program and blog

Purely Elizabeth

Marketing Assistant — 2016 - 2018

- Wrote copy for social, email, blog, and our quarterly e-Magazine