

McLean Swanson

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PROFESSIONAL EXPERIENCE

Twitch

Brand Strategist / Content Creator / Coach

2019-Present

- Coached Overwatch players of all skill levels before thousands of viewers every day
- Selected by Twitch staff to represent the LGBTQIA+ community on the Front Page of Twitch
- Hosted VODs Against Violence before thousands of viewers to raise five thousand dollars for families affected by gun violence
- Accrued viewers at 18x the average rate, achieving a concurrent viewership of 130+ within 4 months
- Became the single-most watched Overwatch coach across the globe within 4 months
- Developed a Discord community of over 1,500 members in less than a year
- Achieved a top 0.2% ranking on Twitch in under a year

Mercari

Copywriter

2019-2020

- Wrote Mercari's three most successful campaigns of all-time: Clean Sweep, Rising Stars, Rising Stars 2
- Revitalized ongoing Weekly Picks campaign copy to increase YoY listings growth from ~200% to ~800%
- Rewrote and redesigned the entirety of Mercari's Help Center to precipitously reduce CS representative workloads
- Crafted a 550-day runway of push notification content segmented across 7 demographics to drive higher open rates, DAU, and GMV
- Wrote emails, landing pages, modals, in-app notifications, push notifications, social media posts, banners, FAQs, and more for more than 15 site- and app-wide campaigns

Postmates

Marketing Copywriter

2018-2019

- Segmented markets across the country to create a data-driven framework that helped grow engagement with our content by 8% through personalized outgoing communications
- Wrote and edited thousands of restaurant and menu descriptions
- Revamped promotional copy and design across multiple platforms including email and social media marketing, product packaging, and in-store signage
- Created and voiced onboarding lifecycle comms while automating their dissemination via Braze
- Acted as an interim social media manager for two quarters, publishing content and assisting with campaigns across a multitude of channels to drum up interest in Postmates
- Worked cross-functionally with popular brands like Breaking Bad, American Horror Story, and the Los Angeles Lakers to create joint social stunts to generate user engagement

EDUCATION

Master of Fine Arts, Creative Writing

2014-2017

Columbia University, New York, NY 10027

Bachelor of Arts, English

2007-2012

University of California, Irvine, Irvine, CA 92697
