

AMY MILLS KLIPSTINE

Los Angeles, CA 91401

Portfolio: <https://amymillsklipstine.journoportfolio.com/> | www.linkedin.com/in/anymillsklipstine/

CORE QUALIFICATIONS

Content Development | Copywriting | SEO | Editing & Proofreading | Email Strategy | Ad Campaigns
Long-Form Content | Project Management | Team Leadership | Data Compilation & Reporting

EXPERIENCE

Pharmavite (Nature Made brand) SR. COPYWRITER

2022 - Present

- In-house creative content for both DTC website and eCommerce content (Amazon, Target, Costco).
- Maximized product reach and accessibility by drafting multiple promotional solutions while overseeing tone, brand voicing, and quality.
- Optimized content for SEO and brand visibility.
- Managed freelance copywriters for specific campaign initiatives.
- Developed and executed content strategy for campaigns including search ads, email, enhanced content, social, and long-form blogs including SEO strategy & best practices.

Notable Clients: KICKEE / Homesick / Surf Air / Spring by Amaze SR. COPYWRITER - CONTRACT

2015 - 2022

- Developed & executed marketing campaigns in various industries, including fashion, travel, CPG, and real estate.
- Established a strong brand voice with phrases that represent company mission for new membership models and promotions (Surf Air) as well as Amazon Essential & Enhanced content (KICKEE).
- Significantly contributed to the growth of clients' brands and built a loyal portfolio due to exceptional results.
- Content strategy and execution for Email drips & paid ad campaigns (Spring by Amaze).

Concept Marketing COPYWRITER / COPY EDITOR

2009 - 2014

- 5 years agency experience creating and executing marketing campaigns & materials.
- Maximized product reach and accessibility for a variety of clients by drafting promotional solutions including email blasts, brochures, technical manuals, and multi-platform pieces; oversee tone, brand voicing, and quality.

EDUCATION

Master of Fine Arts, Creative Writing, Antioch University, Los Angeles, CA

Master of Arts, Teaching, University of Southern California, Los Angeles, CA

Bachelor of Science, TV/Film, Minor in Business, Texas Christian University, Ft. Worth, TX