

## AMY MILLS KLIPSTINE

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### PROFILE

Strategic, creative, and collaborative Copywriter and Content Manager with a foundation in narrative writing and a sharp eye for performance-driven content. Adept at leading content development across digital platforms with strengths in SEO, UI/UX, and brand storytelling. A natural leader with strong organizational and project management capabilities, known for crafting compelling copy that connects, engages, and drives results.

### CORE STRENGTHS

Creative ▪ Strategic ▪ Detail-Oriented ▪ Adaptable ▪ Persuasive ▪ Organized

### PROFESSIONAL EXPERIENCE

#### Pharmavite (Nature Made) — Senior Copywriter

Los Angeles, CA | 2022 – Present

- Lead copy across DTC website and major eComm partners including Amazon and Target
- Developed and implemented a unified Brand Voice & Tone guide
- Successful implementation of marketing plans
- Optimized content for SEO aligned with UI/UX best practices
- Managed freelance writers to scale campaign output

#### Contract Clients — Senior Copywriter

Remote / Los Angeles, CA | 2015 – 2022

Clients include: KICKEE, Homesick, Surf Air, Spring by Amaze

- Owned creative strategy and copy execution across websites, social, paid ads, and email
- Partnered with internal teams and stakeholders to maintain brand consistency
- Delivered storytelling-forward copy to elevate brand awareness and drive engagement
- Helped define and roll out content systems across owned and paid channels

#### Concept Marketing — Copywriter / Copy Editor

Los Angeles, CA | 2009 – 2014

- Crafted high-impact content for clients in various industries
- Supervised brand consistency across marketing collateral, web, and campaigns
- Reviewed and polished content for grammar, clarity, and tone alignment

#### Singing River Productions — Writer / Producer

Los Angeles, CA | 2006 – Present

- Head writer and story lead for multiple independent film projects
- Developed, produced, and distributed two award-winning shorts, a web series, and two feature films with global distribution

## EDUCATION

Antioch University Los Angeles – MFA, Creative Writing  
2020 – 2022

University of Southern California – Certification, Teaching English  
2015 – 2017

Texas Christian University – BA, TV/Film (Minor in Business)  
1994 – 1998

## TECHNICAL PROFICIENCIES

- SEO Optimization – Expert
- Content Strategy – Expert
- UI/UX Best Practices – Expert
- CMS Platforms – Expert
- Adobe Creative Suite – Advanced
- MS Office – Advanced