

# DANNY TRESS

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Strategic Copywriter for Brand Voices with Impact

Explore my Portfolio

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## SKILLS

Crafting distinct brand voices, writing engaging copy, and optimizing content to build trust and loyalty—all with gusto!

## EXPERIENCE

### BODY ART ALLIANCE | SENIOR COPYWRITER

NOVEMBER 2016–PRESENT

- **Led the development and execution of distinctive brand voices for nine companies** across B2C and B2B channels, ensuring consistency and strategic alignment in email, SMS, product descriptions, web content, and promotional materials
- **Developed and optimized triggered email series** across four brands, consistently surpassing the 50% flow open rate target
- **Produced high-converting B2C copy** across all brands for diverse assets, including email campaigns, SMS, product descriptions, order inserts, web banners, landing pages, and promotional merchandise
- **Created targeted B2B content**, including sell sheets and email campaigns to promote exclusive distributor deals and new product launches, driving increased business engagement and partnership
- **Supervised a team of two Junior Copywriters**, providing strategic direction and detailed feedback while serving as the final approver for all email, SMS, and blog content, ensuring consistency and quality
- **Defined and refined brand identities**, authored comprehensive voice guides, and constructed detailed buyer personas (with fabulous names) for nine distinct brands over three years, ensuring consistent and engaging brand messaging
- **Initiated and executed A/B testing** for subject lines and email content across multiple campaigns, refining and clarifying brand voices to better resonate with target audiences and improve engagement.
- **Collaborated with external agencies** to elevate blog content, driving an average monthly readership of 23,000 and increasing YoY conversion rates by 67.61% and organic engagement by 1%. Several of my blogs consistently rank among the top-clicked pages on the PainfulPleasures site, with strong audience retention (1–3 minutes of reading time).
- **Boosted email open rates** by 9–15% across four brands over two years; outperformed the 40% open rate goal with a peak open rate of 68.7% for the Ultimate Tattoo Supply brand; drove a YoY open rate increase of +54% for the PainfulPleasures brand
- **Drove consistent month-over-month increases** in SMS campaign click rates across four brands from September 2024 to the present through strategic content optimization and targeted audience segmentation

## EDUCATION

TOWSON UNIVERSITY | BACHELOR OF ARTS IN ENGLISH (WRITING AND COMPOSITION)