

PARRY ERNSBERGER

76 HOUSTON ST. • ASHEVILLE, NC 28801 • (704) 806-9741

EDITORIAL & MARKETING SPECIALIST

Versatile senior copywriter with 10+ years of experience turning brand strategy into compelling storytelling across retail, lifestyle, and digital channels. Collaborative, detail-oriented, and passionate about crafting copy with voice, heart, and cultural relevance. Loves a good porter.

CORE COMPETENCIES

Copywriting | Creativity | Storytelling | Editorial Voice & Tone | Editing
Marketing | Strategic Planning | Problem-Solving | Fact-Checking | Research
Attention To Detail | Collaboration | Adaptability | Negotiation | SEO
Analytical Thinking | Versatility | Time Management | Multi-Tasking

RELEVANT EXPERIENCE

LOWE'S COMPANIES, INC. [Remote]: SR. COPYWRITER

DECEMBER 2024 - PRESENT [FULL-TIME]

- Lead editorial development for campaigns across digital, TV, radio, and in-store, crafting strategic messaging that drives brand storytelling and business impact
- Collaborate cross-functionally with designers, marketers, and agency partners to develop cohesive, campaign-driven creative that aligns with overall brand strategy
- Write and concept across channels—from radio scripts to social copy, campaign taglines, in-store signage, emails, style guides, and more —ensuring voice consistency, accuracy, and creative excellence
- Mentor junior writers and foster a collaborative team culture grounded in feedback, curiosity, and high creative standards

EACCOUNTABLE [Remote]: SR. COPYWRITER

OCTOBER 2023 - PRESENT [PART-TIME]

- Produce engaging and persuasive SEO-optimized content (via blogs, newsletters, website copy, product descriptions, and more) for diverse clients across industries
- Collaborate with clients to refine their brand voice and messaging

SALVAGE STATION [Asheville, NC]: MARKETING COORDINATOR

MAY 2021 -SEPTEMBER 2022

- Strategized and planned dynamic marketing campaigns for live music events by leveraging targeted digital, print, and radio advertising, email marketing, and social media promotion

- Wrote and published copy for venue's website, weekly newsletter, advertising materials, and other assorted brand messaging materials
- Cultivated strategic partnerships with local businesses, designed and executed innovative sponsorship activation plans

WE•DO WORLDWIDE [Remote]: **CONTENT WRITER & STRATEGIST**

SEPTEMBER 2020 - MAY 2021

- Collaborated with internal departments to establish campaign objectives, identify and solve problems, and provide editorial direction
- Crafted and refined captivating copy across various platforms by utilizing a blend of SEO strategies and comprehensive, multi-analytic audits

BUSTLE DIGITAL GROUP [Remote]: **ENTERTAINMENT STAFF WRITER**

OCTOBER 2017 - DECEMBER 2019

- Pitched, reported, and wrote informative, clean, and engaging stories about entertainment-related topics and trends relevant to Bustle's readers' interests
- Published stories on both a daily and longer-lead basis

GOOGLE PLAY MUSIC [New York, NY]: **MERCHANDISING MANAGER**

MARCH 2014 - MARCH 2017

- Interpreted and applied user engagement data across all stages of the customer lifecycle, leveraging insights such as listening duration, skip rate, and satisfaction metrics to inform content and platform strategy.
- Directed international editorial operations across 14 territories, overseeing high-volume programming calendars and ensuring consistency, quality, and timeliness under seasonal and campaign-driven demands.
- Facilitated cross-functional collaboration with PR, Marketing, Social Media, and Business Development teams to support emerging artist campaigns and drive cohesive brand messaging.

ADDITIONAL EDITORIAL BYLINES

ROLLING STONE [WRITER & FACT-CHECKER]
 NEW YORK MAGAZINE [WRITER & FACT-CHECKER]
 US WEEKLY [RESEARCHER & FACT-CHECKER]
 MTV STYLE [ASSOCIATE EDITOR]

EDUCATION

UNC-CHAPEL HILL (2007)
 Organizational & Interpersonal
 Communications (BA)

CRAFT BEER EXPERIENCE

FRENCH BROAD RIVER BREWERY [BEERTENDER; 2020-2023]
 HILLMAN BEER [BEERTENDER; 2021-2022]