

she/her

Jamieson McCormack

SENIOR CREATIVE -
WRITER



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remote worker

About Me

I weave words that connect, convert, and captivate. With over 10 years of experience, I've lent a word (or two... million) to Lush, Saje Wellness, Native Shoes, Lululemon, Earth's Own, CBC, and Vega, to name a few. Whether I'm writing snappy taglines, building brand narratives, or crafting content that dances off the digital page, I aim to bring a dose of wit and creativity to every project.

Core Skills

Brand Voice Development | Product Storytelling | UX & SEO Writing | Technical Copywriting | Campaign Ideation | Editing & Proofing | HTML & WordPress

Experience

CREATIVE DIRECTOR - WRITER

2017 / NOW Freelance

With a focus on brand voice development, product storytelling, and UX & SEO writing, I craft copy that's both strategic and compelling.

- Support diverse clients with creative strategy and execution
- Lead voice and visual rebrands, including Earth's Own
- Craft marketing plans and social strategies (e.g. CBC Vancouver, Native Shoes)
- Write high-converting copy for web, social, blogs, emails, ads, billboards, and scripts
- Develop comprehensive Brand Voice documents
- Handle copy editing, content QA, and provide art direction
- Occasionally model for content
- Mentor junior writers and lead technical writing when needed

NOTABLE CLIENT HISTORY

Earth's Own | Native Shoes | Organika | Ancient Nutrition | CBC Vancouver | Netcoins | Ryderwear | Lululemon | Vega

LEAD PRODUCT COPYWRITER

2024 / 2025 Saje Wellness

I ensured every label, manual, and name passed the vibe *and* compliance check. From dynamic descriptors to technical docs, I brought clarity, creativity, and cohesion to every stage of the product journey.

- Lead all product storytelling: name, descriptor, and romance copy
- Collaborate with formulation, marketing, and store teams to align content with brand voice and CX goals
- Write and proof user-friendly device manuals and product labels
- Ensure clarity, accuracy, and consistency in technical documentation
- Apply knowledge of copyright law, SEO, and UX writing best practices

BRAND COPYWRITER

2022 / 2024 Lush Cosmetics

Whether writing about rainforest reforestation or curating self-care campaigns, I crafted copy that connected purpose with product.

- Create high-converting copy for web, social, blogs, email, and video scripts
- Lead Values & Ethics content: write long-form blogs, sustainability stories, and interviews
- Collaborate with the Charitable Givings team and Art Director on campaign execution
- Write for the Wellness department: gift guides, lifestyle content, and product education
- Edit and proof content for consistency and brand voice
- Apply email SEO strategies, basic HTML, and WordPress proficiency

Experience

LEAD COPYWRITER

2016 / 2017 Ryderwear

From punchy product pages to scroll-stopping ads, I paired strategy with storytelling to develop Ryderwear's brand voice and drive conversions across every channel.

- Develop Ryderwear's brand voice and maintain consistency across platforms
- Write conversion-optimized copy for email, website, paid ads, and social
- Collaborate with marketing leads on creative concepts
- Manage all editing and proofreading to ensure clarity and tone
- Research, write, and source visuals for the Ryderwear blog
- Mentor junior copywriters and uphold content quality

SOCIAL MEDIA SPECIALIST

2014 / 2015 Vega

I wrote to elevate Vega's digital presence—ensuring every customer touchpoint resonated with the brand's unique voice.

- Partnered with Brand Marketing and Customer Service Manager to create memorable, brand-aligned customer interactions
- Planned, executed, and analyzed digital campaigns to boost brand awareness and community engagement
- Researched, wrote, and sourced visuals for high-performing blog content
- Led reactive copywriting across social channels (Twitter, Facebook, Instagram), emails, and customer product reviews
- Drove ideation and execution of "Surprise & Delight" campaigns to strengthen customer loyalty
- Maintained consistency of Vega's brand voice across all digital touchpoints

SOCIAL MEDIA MANAGER

2015 / 2016 Jive PR + Digital

I kept clients relevant, voices sharp, and content strategies nimble. With an eye for trends, I helped brands connect meaningfully in a fast-moving digital world.

- Create social media strategies for B2C and B2B brands
- Manage long-lead and monthly content calendars
- Oversee daily posting, engagement, and influencer outreach
- Write blogs, web content, and social copy aligned to client goals
- Analyze trends and competitive insights to guide content direction
- Maintain client relationships and deliver campaign reporting

NOTABLE CLIENT HISTORY

Granville Island Brewery | Whistler Film Festival | Honda | Pacific Autism Family Network | Freedom For All | Indian Summer Festival

SOCIAL MEDIA COORDINATOR

2012 / 2014 Lululemon Athletica

I brought Lululemon's brand voice to life across all platforms. By blending data insights with creativity, I drove engagement and nurtured lasting connections with all community members.

- Collaborated with the Social Media Manager, Customer Service Team, and PR Specialists to uphold a best-in-class customer experience
- Managed customer engagement and reactive copy across Twitter, Facebook, Instagram, and Bazaarvoice product reviews
- Researched, wrote, and sourced visuals for Lululemon's blog, aligning content with brand tone and audience interests
- Created and executed "Surprise & Delight" initiatives to foster customer loyalty and brand love
- Analyzed engagement data, ROI, and KPIs to inform content and engagement strategy
- Led social media efforts for SeaWheeze, driving annual campaign engagement through original, creative content