

Ethan Ames

Copywriter, Editor And
Content Specialist

Contact

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Skills

Copywriting

AP-style proficiency

Brand messaging

MLA Style

Storytelling

Digital marketing

Publishing

Critical Thinking

Decision-Making

Written Communication

Active Listening

Training and Development

Cultural Awareness

Versatile Senior Copywriter and Managing Editor who thrives in dynamic and collaborative professional environments. Adept at storytelling, with an ability to distill complex materials and subjects into engaging narratives. Excels in remote, hybrid, and on-site work environments, and performs with exceptional organizational and executive skills to produce authoritative, accessible content. Highly proficient in working collaboratively across multiple teams, possessing a determination to maximize client engagement.

Professional Experience

2022-06 -
2022-08

Freelance Copywriter

Earnest, San Francisco, CA

- Collaborated remotely from Austin, TX with San Francisco-based colleagues.
- Ideated and produced original, creative content for servicing and marketing email campaigns with a 48-hour turnaround.
- Provided editorial guidance to facilitate delivery of top-quality content.
- Presented colleagues with unique copy options based on overall campaign and branding objectives.
- Customized brand message to reach and capture target audience interest and drive engagement.

2022-04 -
2022-06

Sr. Content Editor

Capital One, Richmond, VA

- Reviewed and proofed emails for alignment with email best practices, corporate editorial standards, and brand voice.
- Provided editorial revisions to designers using Acrobat and Google Workspace tools.
- Collaborated with external clients and business teams for multi-stage internal reviews and approvals.
- Reviewed articles for grammar, spelling, punctuation, syntax, accuracy and compliance with quality standards.

2022-02 -
2022-04

Freelance Copywriter

Edelman, New York, NY

Interpersonal
Communication

Organization and Time
Management

Flexible and Adaptable

- Performed remote work from Austin, TX in collaboration with New York-based Edelman and American Express teams.
- Managed multiple simultaneous and ongoing campaigns from start to finish.
- Ideated engaging and successful copy for American Express email marketing and editorial campaigns, via Edelman. Initiatives included Kabbage Funding, Concur, and Startup Anywhere.

2021-07 -
2021-12

Senior Managing Editor

American Express, New York, NY

- Performed remotely from Austin, Texas with New York-based Global Commercial Services offices, on a six-month contract basis.
- Developed, edited and published marketing and editorial copy for American Express Business web and social media distribution channels, adhering to overarching brand identity and personality.
- Contributed to increased overall viewership and engagement of Season 3 of Office Hours web series by over 30%, through both short-form and long-form content.
- Developed and published 18 pre-event and post-event assets for American Express Business social media channels, Office Hours podcast, and Business Trends & Insights landing page.

2020-12 -
2021-07

Business Content Lead

KnowledgeCity, Carlsbad, CA

- Worked remotely from Austin, TX, to develop, edit and publish online business courses for global eLearning company.
- Interfaced with Business Team in completing all phases of client projects from planning to on-time completion of quality deliverables.
- Recruited and worked closely with business instructors to produce and publish educational web business content.
- Added meta descriptions, keywords and image tags to increase clients' SEO presence.

2020-05 -
2020-12

Contributing Writer

RebelNoise.com, Austin, TX

- Wrote features on music subjects for highly-trafficked media blog.
- Utilized exceptional writing, editing and proofreading skills to produce engaging and error-free content.
- Formatted articles, blogs and webpages with HTML, photos and infographics.

2017-04 -
2020-05

Associate Editor

The Deli Magazine, New York, NY

- Worked remotely from Austin, TX, interfacing regularly with colleagues from New York City offices.
- Published over 80 music reviews, promotional articles and interviews.
- Pursued and developed stories independently and on assignment, covering range of topics.
- Collaborated with Content Leads to plan post subjects and publishing schedules.

2016-11 -
2020-03

Copywriter

My Friend Makes Them, Bethel, CT

- Worked remotely with Connecticut-based colleagues to develop informative, highly engaging, concise content for company websites and social media platforms customized for target audiences and company campaign objectives.
- Improved page content and branding to achieve marketing goals.
- Wrote and edited high-quality content under deadline, adhering to content calendar.

Education

Bachelor of Arts: English

University of Colorado Denver - Aurora, CO

Interests

Creative Writing, Music Performance, Music
Composition, Pop Culture, Politics, Social Justice, Film
Analysis, Screenwriting, Podcasts, NPR, Fiction, Social
Sciences, History