

# ROSE D'ACQUISTO

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## FREELANCE COPYWRITER

### *Creating Compelling Brand Conversations*

Accomplished copywriter with a passion for creating simple, compelling brand messages. Specialize in targeted, customer-focused copy that drives engagement, loyalty and sales. Expertise in direct mail, print, email, web, social, retail, special events and corporate partnership branding. Core competencies:

**Marketing and Advertising Copywriting | Brand Voice | Omnichannel Marketing  
Creative Campaign and Style Guide Development | Collaborative Ideation | Customer Engagement and Loyalty**

## PROFESSIONAL EXPERIENCE

**SLEEP NUMBER CORPORATION**, Minneapolis, MN

2009 - 2025

### Senior Brand Marketing Writer

- Developed marketing copy for Sleep Number as it evolved from an adjustable air mattress company with revenue of \$500M into a sleep-tech leader with revenue of +\$2B.
- Concepted, wrote and optimized messaging for omnichannel marketing based on real-time data, including print ads, direct mail, catalogs, emails, web, radio/DJ's, OOH, retail and special events.
- Worked cross-functionally with product and creative teams to produce style guides and campaigns for new bed and bedding launches, including the AI-enabled Sleep Number smart bed platform with integrated biometric sleep and wellness tracking that earned CES accolades.
- Partnered with the CRM team to rebrand the Sleep Number loyalty program, providing engaging messaging that contributed to a significant, nearly 50% increase in annual sales from members.
- Created messaging for NFL partnership and partner teams (Minnesota Vikings, Kansas City, LA Rams and Cowboys), including stadium signage, web landing page, emails and Super Bowl event activation.

## ADDITIONAL EXPERIENCE

**CARLSON SCHOOL OF MANAGEMENT UNIVERSITY OF MINNESOTA**, Minneapolis, MN, **Senior Copywriter**

**ST. PAUL PIONEER PRESS**, St. Paul, MN, **Associate Creative Supervisor / Marketing Writer**

**NORDICTRACK**, Chaska, MN, **Senior Copywriter**

## VOLUNTEER BOARD POSITIONS

- National Kidney Foundation, New York, NY, 2002 - 2015  
National Donor Family Council (NDFC) Executive Committee  
Chair of the NDFC; editor-in-chief of newsletter For Those Who Give and Grieve; speaker and program facilitator at U.S. Transplant Games; People Like Us advocate, participating in 2 World Kidney Day lobbying events in Washington DC
- United Network for Organ Sharing (UNOS), Richmond, VA, 2011 - 2014  
Board Member / Executive Board Member OPTN / UNOS

## EDUCATION

**Bachelor of Arts (BA)**, English, University of St. Thomas, St. Paul, MN

**Mini MBA for Non-Profit Organizations**, OPUS College of Business, University of St. Thomas, St. Paul, MN