





CHRISTIAN RAWSON

Senior Copywriter / ACD / Creative Storyteller

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PROFESSIONAL SUMMARY

I'm a strategic, voice-driven copywriter with 20+ years of helping brands find their tone—and speak like someone worth listening to. Whether it's a global product launch or a personalized member journey, I bring a mix of clarity, charm, and consistency to every word. I've written for luxury, lifestyle, and premium brands across every channel, and I love collaborating with smart teams to turn big ideas into meaningful stories. I mentor thoughtfully, write fearlessly, and always aim to make the message not just polished—but relatable.

EMPLOYMENT HISTORY

SENIOR COPYWRITER

Gildan Activewear Inc.

Apr 2016 - Present

Christ Church, Barbados

- Developed on-brand creative for international B2B and DTC product launches, with particular attention to lifestyle positioning and tone.
- Translated strategy into engaging email, social, and app content that stayed true to voice and resonated with real people.
- Partnered closely with creative and marketing to build polished, premium campaign messaging from the ground up.
- Created internal tone guides and messaging frameworks and mentored junior writers.

SENIOR COPYWRITER

The National Restaurant Association

Oct 2022 - Sep 2024

Washington, District of Columbia

- Crafted elevated, member-facing messaging across newsletters, event materials, and digital campaigns—resulting in a 20% uptick in attendance.
- Delivered promotional copy for partnerships and VIP initiatives that balanced polish with performance.
- Built conversion-ready content frameworks and wrote SEO-savvy web pages with personality and precision.
- Collaborated cross-functionally to ensure consistent, credible voice across touchpoints and lifecycle stages.

ASSOCIATE CREATIVE DIRECTOR

The Munroe Agency

Aug 2019 - Mar 2020

Philadelphia, PA

- Led multichannel campaign development for high-end retail and healthcare clients, including print, digital, and event activations.
- Co-developed brand voice documents, campaign concepts, and content architecture alongside creative directors.

- Provided direction and feedback to junior writers, helping them level up from “on-brand” to unforgettable.

SENIOR COPYWRITER

Signature Communications

Sep 2006 – Jan 2018

Philadelphia, PA

- Developed cross-channel campaigns that aligned brand voice with audience needs for lifestyle, healthcare, and consumer clients.
- Developed customer-focused messaging for web, social, and print, with attention to UX and SEO strategy.
- Maintained voice consistency across high-visibility brand touchpoints, from landing pages to print to signage.

EDUCATION

B.A., ADVERTISING/JOURNALISM

Temple University

Philadelphia, PA

SKILLS

Luxury Brand Voice • Lifestyle & Membership Marketing • Digital Campaigns
Integrated Copywriting (Web, Print, Social, Events) • Tone Development
Creative Concepting • Stakeholder Collaboration • Team Mentoring
SEO Content Strategy • Editorial Oversight • Cross-Channel Messaging