

Christian Rawson

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SENIOR COPYWRITER

Creative, insightful, and award-winning senior copywriter with extensive experience in content development, brand messaging, and marketing. Demonstrated expertise in various mediums, including print, broadcast, digital ads, website content, social media, and outdoor advertising. History of success creating and managing campaigns for more than one hundred local, regional, and national B2B and B2C clients. Excels independently, and as part of a team, in fast-paced environments.

AREAS OF EXPERTISE

Copywriting | Project Management | Team Leadership | Creative Development |
Digital Campaigns | Brand Strategy and Expression

EXPERIENCE

Gildan Activewear Inc., Christ Church, Barbados

April 2016 – Present

Senior Copywriter - Gildan Brands

Developed B2B and B2C copy, including product descriptions, social media ads, catalog copy, and emails across multiple channels.

- Researched and cultivated a deep understanding of five international clothing brands' target audiences, market competition, and messaging tone.
- Engaged with art directors to obtain product information, discuss layouts and content style, and determine deadlines.
- **Clients:** Alstyle, American Apparel, Comfort Colors, Gildan, Prim + Preux.

The National Restaurant Association, Washington, District of Columbia

October 2022 – September 2024

Senior Copywriter

Created a diverse range of promotional materials, including video scripts, emails, social media posts, print collateral, and more, to reach audiences through various channels effectively.

- Interpreted data analytics, examined trade journals, and closely followed market trends to stay informed on current innovations, happenings, and governmental policy changes pertaining to the 3.9B foodservice industry.
- Collaborated with multiple marketing teams to formulate external communications promoting renowned national educational programs, trade shows, and events.
- **Clients:** The National Restaurant Association, The National Restaurant Association Educational Foundation, ServSafe

The Munroe Agency, Philadelphia, PA

August 2019 – March 2020

Associate Creative Director

Conceptualized and wrote creative content for digital, social media, website, and print advertising for clients representing various industries.

- Conducted brainstorming sessions with the creative team to produce a strategic creative brief that aligning with all campaign goals.
- Worked with the creative director to manage team performance and workflow to ensure all campaign elements were delivered on time.
- **Clients:** Radian Guaranty, QuickChek, Berkshire Hathaway, Homegenius, Varia US Properties

Signature Communications, Philadelphia, PA
Senior Copywriter

September 2006 – January 2019

Produced copy for dozens of local, national, and international B2B and B2C companies and organization, including one of the top three Health Systems and family vacation destinations on the East Coast for over ten years.

- Consulted with sales, media, and marketing representatives to obtain critical messaging information on products or services and determine promotional copy's tone, style, and length.
- Participated in every stage of the creative process, from conception to campaign launch, employing digital, print, outdoor, social media, direct mail, and broadcast mediums.
- Clients: Crozer-Keystone Health System, RCA, SiriusXM, Wildwoods, NJ, Essent Guaranty, H&R Block, Dad's Hat PA Rye Whiskey, Premier Orthopaedics.

EDUCATION

B.A, Advertising
Temple University

COMPETENCIES

Core

Creative Concepting | Copywriting | Proofreading | Branding | Project Management | Naming | Website Development |
Consumer Electronics | Hospitality | Healthcare | Data Analytics

Software

WordPress | Microsoft 365 | Google Analytics | Wrike | JavaScript | HTML | Microsoft Teams | Zoom | Slack |
Google Meet | Dropbox | Wrike