

CHRISTIAN RAWSON

Senior Copywriter/ACD

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Summary

Award-winning Senior Copywriter/Associate Creative Director with deep expertise in multichannel marketing, brand storytelling, and content strategy. A proven leader in driving creative direction and executing high-impact campaigns across both B2B and B2C audiences. Demonstrated success in boosting brand engagement and revenue through strategic, data-driven initiatives. Recognized for a sharp creative vision, strong strategic thinking, and the ability to foster cross-functional collaboration that brings ideas to life.

Skills

Concept Development • UX Writing • SEO • Creative Direction • Team Mentoring • Brand Positioning • Trend Analysis • Email Marketing • Social Media Strategy • Copywriting • Copy Editing • Project Management • Campaign Strategy • Presenting

Experience

Gildan Activewear Inc.

Christ Church, Barbados

Senior Copywriter

04/2016 - Present

- Crafted B2B and B2C content across email, web, product catalogs, and social media for five international clothing brands, driving a 17% increase in customer engagement across digital channels
- Produced messaging rooted in audience research, market trends, and competitive analysis, resulting in higher customer retention and increased brand loyalty
- Worked closely with art directors to align copy with visual storytelling, ensuring consistency across brand voice and creative assets
- Clients: Alstyle, American Apparel, Comfort Colors, Gildan, Prim + Preux

The Munroe Agency

Philadelphia, PA

Associate Creative Director

08/2019 - 03/2020

- Conducted brainstorming sessions with the creative team to produce a strategic creative brief that aligned with all campaign goals
- Conceptualized and wrote creative content for digital, social media, website, and print advertising for clients representing various industries
- 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

The National Restaurant Association

Washington, District of Columbia

Senior Copywriter

10/2022 - 09/2024

- Developed and executed multichannel campaigns, including video scripts, social media, email, and print, resulting in a 20% boost in event attendance and higher social engagement
- Leveraged analytics, trend reports, and policy insights to craft data-informed messaging that resonated with key industry stakeholders
- Partnered with internal teams to promote national education programs and events, contributing to a 10% increase in program sign-ups
- Clients: NRA, NRAEF, ServSafe

Signature Communications

Philadelphia, PA

Senior copywriter

09/2006 - 01/2018

- Led copy development across integrated campaigns for major regional and national clients, achieving a 25% increase in brand visibility for key clients
- Delivered messaging for digital, outdoor, print, social, broadcast, and direct mail
- Teamed up with sales and marketing to ensure that messaging aligned with business goals, resulting in a 12% increase in client revenue
- Clients: Crozer-Keystone Health System, RCA, SiriusXM, Wildwoods NJ, Essent Guaranty, H&R Block, Dad's Hat Rye Whiskey, Premier Orthopaedics

Education

Temple University

Philadelphia, PA

B.A. Advertising/Journalism

Date period

- Advertising
- Journalism
- Audience Engagement
- Consumer Behavior
- Creative Development
- Market Research