

CHRISTIAN RAWSON

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SUMMARY

Senior Copywriter and Associate Creative Director with 15+ years of experience shaping brand voice, messaging systems, and integrated campaign storytelling across luxury, lifestyle, healthcare, hospitality, and consumer brands. I translate brand strategy into clear, compelling, conversion-focused copy across digital, social, email, web, and print. My focus is building scalable voice systems that drive consistency across global campaigns and end-to-end customer journeys. Core strengths include brand storytelling, tone of voice development, content strategy, SEO copywriting, campaign concepting, and cross-functional collaboration with marketing, design, UX, and product teams. I lead creative direction, mentor writers, and ensure brand consistency across multi-channel ecosystems—combining strategic clarity with strong editorial craft.

WORK EXPERIENCE

04/2021 – Present	Senior Copywriter Gildan Activewear Inc.	Remote
	<ul style="list-style-type: none">• Formulate brand voice, messaging frameworks, and campaign copy for global B2B and DTC product launches.• Collaborate with product leaders and subject matter experts to devise strategic messaging, thought leadership, and technical B2B content.• Engineer integrated content across email marketing, social media, app, web, and digital advertising platforms.• Translate brand strategy into scalable storytelling systems utilized across international markets.• Establish tone of voice guidelines and content frameworks to ensure brand consistency across diverse teams and regions.• Partner with marketing, creative, and product stakeholders on comprehensive campaign development from concept to execution.• Mentor junior copywriters and elevated creative output through structured feedback and editorial guidance.	
10/2022 – 09/2024	Senior Copywriter National Restaurant Association	Washington
	<ul style="list-style-type: none">• Authored member-facing copy for email campaigns, event marketing, partnerships, and digital communications.• Developed SEO-optimized web content engineered for engagement, conversion, and discoverability.• Crafted promotional messaging for VIP programs, sponsorships, and key industry events.• Transmuted complex product and industry insights into clear, engaging content that supported strategic business objectives.• Contributed to a 20% increase in event attendance through targeted messaging and enhanced campaign clarity.• Maintained a consistent brand voice across multi-channel member communications.• Coordinated with marketing and events teams to support end-to-end campaign execution.	
08/2019 – 03/2020	Associate Creative Director The Munroe Agency	Philadelphia

- Spearheaded concept development and copy direction for integrated campaigns across luxury retail, healthcare, and experiential marketing sectors.
- Established brand voice systems and messaging platforms for multi-channel campaigns.
- Guided and mentored copywriters, enhancing creative quality and conceptual thinking.
- Collaborated with art directors and strategists on campaign architecture and storytelling frameworks.
- Ensured the consistency of brand messaging across print, digital, experiential, and social channels.

09/2006 – 01/2018

Senior Copywriter

Philadelphia

Signature Communications

- Developed cross-channel copy for web, print, social, and environmental branding initiatives.
- Authored UX-informed content and SEO-driven messaging for digital platforms.
- Ensured brand voice consistency across large-scale, multi-touchpoint campaigns.
- Partnered with strategy, design, and account teams to deliver integrated marketing solutions.
- Produced high-volume campaign content across lifestyle, healthcare, and consumer sectors.

EDUCATION

Temple University

Philadelphia, PA

B.A., Advertising / Journalism

SKILLS

Brand Voice Development

Tone of Voice Systems

Messaging Strategy

Creative Direction

Associate Creative Director

Senior Copywriter

Integrated Marketing Campaigns

Content Strategy

SEO Copywriting

UX Writing

Email Marketing

Social Media Copywriting

Digital Advertising Copy

Luxury Brand Marketing

Lifestyle Branding

B2B Marketing

DTC Marketing

Editorial Strategy

Brand Storytelling

Cross-Channel Campaigns

Creative Concepting

Copywriting Leadership

AP Style Writing

Web Copywriting

Conversion Copywriting

Team Mentorship

Stakeholder Collaboration