

# CHRISTIAN RAWSON

*Senior Copywriter/ACD/CD*

## PROFESSIONAL SUMMARY

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**Strategic, concept-driven creative professional with over a decade of experience in transforming complex ideas into clear, compelling content. Demonstrated history of success across both B2C and B2B brands, assisting companies in connecting with their audiences, driving engagement, and cultivating brand equity across multiple platforms. Possesses deep expertise in digital marketing, campaign development, and content strategy. A collaborative leader thriving in fast-paced, cross-functional environments.**

**In short, I *love* what I do.**

## LINKS

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Portfolio: [ChristianRawson.com](https://ChristianRawson.com)

## EMPLOYMENT HISTORY

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### SENIOR COPYWRITER

***Gildan Activewear Inc.***

**Apr 2016 - Present**

***Christ Church, Barbados***

- Lead concept development and copywriting for integrated B2B and DTC product launches, digital, social, email, and video campaigns.
- Collaborate with designers, strategists, and producers to deliver high-impact creative for global apparel brands.
- Built brand messaging frameworks and tone of voice guidelines to ensure marketing consistency across touchpoints.
- Tailored messaging for different buyer personas and stages of the sales funnel.

### SENIOR COPYWRITER

***The National Restaurant Association***

**Oct 2022 - Sep 2024**

***Washington, District of Columbia***

- Lead content strategy and execution for national campaigns, including event marketing, video, email, and print, boosting attendance by 20%.
- Collaborate with internal departments to align copy with the brand tone and regulatory guidelines.
- Write SEO-informed web content, achieving a 23% increase in engagement and improved organic visibility.
- Develop persona-based messaging frameworks to support top-funnel awareness and mid-funnel education.

**ASSOCIATE CREATIVE DIRECTOR****Aug 2019 - Mar 2020*****The Munroe Agency******Philadelphia, PA***

- Engineer cross-channel campaigns and guide creative concepts from brief to delivery.
- Co-lead client pitches and campaign reviews, providing strategic content recommendations based on audience research.
- Supervise writers and designers to ensure brand consistency across all multichannel executions.
- Manage project workflows and collaborate with the Creative Director to enhance team efficiency and productivity., increasing team efficiency by 15%.

**SENIOR COPYWRITER****Sep 2006 – Jan 2018*****Signature Communications******Philadelphia, PA***

- Deliver integrated campaign content focused on storytelling to drive customer acquisition and loyalty.
- Create SEO- and UX-optimized web and digital experiences that align with brand positioning.
- Collaborate with various teams to ensure content effectiveness throughout the buyer's journey.
- Supervise writers and designers to ensure brand standards are upheld across all multichannel executions.

**EDUCATION**

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**B.A., ADVERTISING/JOURNALISM*****Temple University******Philadelphia, PA*****SKILLS**

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Brand Messaging & Voice Development, Campaign Concepting & Execution, Cross-Channel Copywriting (Digital, Social, Web, Email, Video, Print), SEO Performance Marketing & Messaging Strategy, Content Strategy & Editorial