

CHRISTIAN RAWSON

Senior Copywriter / ACD / Creative Storyteller

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PROFESSIONAL SUMMARY

I'm a strategic, voice-driven copywriter with 15+ years of helping brands find their tone. Whether it's a global product launch or a personalized member journey, I bring a mix of clarity and consistency to every word. I've written for luxury, lifestyle, and premium brands across every channel, and I love collaborating with others to transform big ideas into meaningful stories. I mentor thoughtfully, write fearlessly, and always aim to make the message polished and relatable.

EMPLOYMENT HISTORY

SENIOR COPYWRITER

Apr 2021 - Present

Gildan Activewear Inc.

Remote

- Develop on-brand creative for international B2B and DTC product launches, shaping lifestyle positioning and tone across global campaigns.
- Turn strategy into engaging email, social, and app content that stayed true to brand voice and connected with real audiences.
- Partner with creative and marketing teams to build polished, premium campaign messaging from concept through launch.
- Establish internal tone guides and messaging frameworks while mentoring junior writers and strengthening team consistency.

SENIOR COPYWRITER

Oct 2022 - Sep 2024

The National Restaurant Association

Washington, District of Columbia

- Crafted elevated, member-facing messaging across newsletters, event materials, and digital campaigns—driving a 20% increase in event attendance.
- Delivered polished promotional copy for partnerships and VIP initiatives that balanced brand sophistication with measurable performance.
- Built conversion-focused content frameworks and wrote SEO-optimized web pages that combined personality with precision.
- Collaborated across teams to keep the brand voice clear, consistent, and authentic at every stage of the member journey.

ASSOCIATE CREATIVE DIRECTOR

Aug 2019 - Mar 2020

The Munroe Agency

Philadelphia, PA

- Led integrated campaigns for luxury retail and healthcare clients across print, digital, and event experiences.
- Partnered with creative directors to shape brand voice guidelines, campaign concepts, and the content architecture that supported them.

- Mentored junior writers, offering direction and feedback that helped transform solid “on-brand” work into memorable, standout content.

SENIOR COPYWRITER

Signature Communications

Sep 2006 – Jan2018

Philadelphia, PA

- Led cross-channel campaign development that aligned brand voice with audience insights for lifestyle, healthcare, and consumer brands.
- Developed customer-centered messaging across web, social, and print, integrating UX thinking 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

Brand Voice & Tone Development • Luxury & Lifestyle Marketing • Integrated Campaign Strategy • Cross-Channel Copywriting (Web, Social, Print, Events) Creative Concepting • Stakeholder & Client Collaboration • Team Leadership & Mentorship • SEO & Content Strategy • Editorial Direction • Technical Fluency Cross-Channel Messaging • AP Style Writing