

# Wen Hsiao

Senior Copywriter and Editor  
With 9+ Years of Experience

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## EDITORIAL EXPERIENCE

**Senior Copywriter**  
**bunq**  
2024 - Present

- Lead copy development across ads, core product messaging, website, and social channels
- Drive continuous conversion optimization through structured A/B testing and performance analysis
- Develop and maintain copywriting guidelines to ensure brand consistency at scale
- Own and evolve central product messaging across multiple channels and markets

**Copywriter**  
**New Black**  
2023 - 2024

- Delivered B2B copy across RFP decks, tutorials, and sales enablement materials
- Researched and produced clear, comprehensive manuals for diverse stakeholder audiences
- Translated complex technical concepts into concise, accessible copy
- Acted as communication bridge between internal teams and UnionPay partners in China

**Copywriter**  
**Scotch & Soda**  
2022 - 2023

- Delivered copy across all consumer channels including eCommerce, editorial, CRM, social, retail, and paid media
- Supported seasonal campaigns through the creation of sell-in tools such as collection and fit guides
- Partnered closely with art directors and designers to ensure alignment between visual and written creative
- Collaborated cross-functionally to improve workflows, communication, and creative consistency

**Communication and Social Media**  
**TomTom**  
2022

- Created content across business channels, customer touchpoints, and social media platforms
- Managed and adapted messaging for Instagram, Twitter, LinkedIn, and Facebook
- Collaborated with creative agencies and global marketing teams on international campaigns
- Supported campaign execution across multiple markets

**Contributing Writer**  
**Bobblehaus**  
2019 - 2023

- Pitched and delivered original blog features and investigative articles
- Wrote to a defined editorial wishlist aligned with cultural trends and audience interests
- Reported on local artistic, cultural, and social events
- Contributed regularly to a fast-paced editorial calendar

**Staff Writer and Columnist**  
**Adolescent Content**  
2017 - 2022

- Produced long-form and short-form content including interviews, reviews, and reported pieces
- Delivered B2B, B2C, and SEO-focused marketing content and blog posts
- Wrote and owned a recurring monthly advice column titled "A Freshman's Guide"
- Pitched story ideas and consistently met editorial deadlines

**Managing Editor**  
**Paive**  
2019 - 2020

- Managed a team of writers and edited all submitted editorial content
- Set editorial direction and content strategy to drive audience engagement
- Oversaw publishing schedules and quality standards across the platform
- Worked closely with founders on growth and content positioning

## EDUCATION

**Master of Arts**  
in Media Studies  
**University of Amsterdam**

**Bachelor of Arts**  
in Media and Information  
**University of Amsterdam**

## SKILLS

### Languages

English (Native) / Mandarin (Native) / French (Conversational) / Dutch (Conversational)

### Programs

Adobe Creative Cloud (After Effects, Illustrator, InDesign, Lightroom, Photoshop, Premiere Pro) / Final Cut Pro / iMovie / Microsoft Office (Word, Excel, PowerPoint) / Google Workspace / Meta Creator Studio / Spark AR Studio / Squarespace / Wix / WordPress