

casey callich

COPYWRITER

PHILOSOPHY

Create from a place of joy.

ABOUT ME

Talented writer with 4 years of experience in marketing, ad writing, and communications.

Excels at crafting clear, effective, and fresh messaging.

SKILLS

Headline Writing	
Social Media	
Blog Writing	
Product Descriptions	
Copyediting	
Adobe Photoshop	
Adobe InDesign	
Email Marketing	
Digital Ad Writing	

EDUCATION

Bachelor's Degree
English Language & Literature,
University of Arkansas
Fayetteville, AR | 2010
Magna Cum Laude

PROFESSIONAL EXPERIENCE

COMMUNICATIONS ASSOCIATE

Howard Brown Health // Chicago, IL // 2017 - Present

- Collaborate with team to create campaigns for print, social media, and web with attention to engaging, empowering headlines
- Manage social media platforms across 7 accounts, including the launch of Instagram for Howard Brown
- Work with clinic staff to develop unique and engaging content for website
- Perform daily administrative tasks, such as ordering business cards and print materials

COPYWRITER

PACO Collective // Chicago, IL // 2016 - 2017

- Create brand campaigns for print, TV, & web, with special attention to engaging headlines
- Refresh existing campaigns with new perspective, while maintaining consistent voice & message

LEAD COPYWRITER

Acumen Brands // Fayetteville, AR // 2014 - 2016

- Wrote copy for 14+ weekly CountryOutfitter.com emails
- Named 300+ new products & wrote SEO descriptions

CUSTOMER SERVICE LEAD

Acumen Brands // Fayetteville, AR // 2012 - 2014

- Supervised team of 10 e-mail & chat customer service representatives
- Updated & maintained standard e-mail responses

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