



PROFESSIONAL SUMMARY

I'm a copywriter with experience developing brand messaging, campaign content and social media content. My background in brand strategy and social media enables me to translate audience insights and business goals into clear and compelling creative across digital, social and traditional channels.

SKILLS

- Copywriting
- Concept development
- Campaign thinking
- Brand strategy
- Social media strategy
- Content strategy
- Web copy
- Social media copy
- Long-form writing
- Creative writing
- Technical writing
- Proofreading
- Research
- SEO fundamentals
- AEO fundamentals
- Social media marketing (TikTok, Instagram, LinkedIn, Facebook)
- Microsoft Office
- Google Workspace
- Keynote
- Public speaking
- Cross-functional collaboration
- Spanish (Working proficiency)

EDUCATION

Temple University, Klein College of Media and Communication - Philadelphia, PA
B.A. in Advertising, Copywriting
Certificate in Spanish

CONTACT INFORMATION

785-218-9758

Zpgrant18@gmail.com

Zoe-grant.com

RELEVANT EXPERIENCE

Simantel

Remote

Copywriter *April 2024-Present*

- Leading social content development for Caterpillar and Knapheide accounts, writing platform-specific copy aligned with campaign strategy and brand voice
- Concepting and writing campaign and evergreen deliverables including digital ads, print ads, emails, scripts and more
- Collaborating with creative, strategy and client services teams to develop cohesive campaign messaging aligned with client goals

Woden

Philadelphia, PA

Brand Strategist *June 2022-October 2023*

- Conducted market, audience and competitive research to develop strategic brand positioning and messaging frameworks
- Translated complex topics into social and digital content tailored to specific platforms and brand voices
- Collaborated cross-functionally to align messaging with business goals, consumer insights and campaign strategy

National Student Advertising Competition

AAF, Sponsored by Meta

Copywriter/Editor *August 2021-April 2022*

- Collaborated on a full-scale campaign from concept to execution as part of a cross-functional student agency team
- Wrote copy for scripts, web content, social media, headlines and taglines across campaign deliverables
- Conducted market and audience research that informed creative strategy and the development of a comprehensive creative brief

Stone Oven Wholesale Bakery

Remote

Social Media Director *January 2019-June 2022*

- Developed brand voice and wrote copy for social media, website content and product marketing materials
- Led brainstorming and creative development for social campaigns and promotional initiatives
- Incorporated stakeholder feedback into polished, audience-focused creative across digital channels

We'R'Listening

Remote

Content Creator Intern *July 2020-April 2021*

- Wrote and designed original content for TikTok, Instagram, X and blog platforms
- Researched cultural trends and industry conversations to create timely, audience-focused content
- Drafted weekly blog posts and supported ongoing social content initiatives