

# SAM WELCH

COPYWRITER • EDITOR • STORYTELLER

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## EXPERIENCE

### **Copywriter: EXPRESS | October 2019–Present**

- Own copywriting and editing for the brand's paid media assets, including Pinterest, YouTube, Facebook, and Instagram, contributing to the growth of CTR +201%, Revenue +58%, and +97% Traffic YoY.
- Compose two Style Challenge quizzes monthly, averaging 150K completions and \$1M Revenue at a 27% CVR.
- Write all copy, including body copy, headlines, subject lines, and content captions, for the brand's twice-daily emails, which are circulated to over 9M subscribers weekly, increasing the Open Rate by 12% YoY.
- Assist Site & SEO teams to identify areas for copy enhancements and SEO optimization throughout the site.
- Write and edit bi-monthly audio advertisements for Spotify, Pandora, CBS, and various podcasts.
- Compose bi-weekly app notifications and SMS messages and all creative messaging within the Express app.
- Liaise with Paid Search & SEO teams to write copy for Google Showcase, Discovery, and Local ads.
- Partnered with the Brand Activations team to provide all asset copy for multiple brand moments, including the Express NBA Collection, The Express Edit x Tan France, and the launch of the Live in Luxe Collection.

### **Production Copywriter: Zulily | February–October 2019**

- Wrote and edited a minimum of 150 individual product descriptions daily for beauty, wellness, and apparel brands, including Jo Malone, Marc Jacobs, and Michael Kors, that consisted of compelling content and copy in-line with Zulily's brand voice and standards.
- Served as a lead copywriter on the Digital Vendor Video Team to compose scripts for video advertisements on Zulily.com, which drove over 3M impressions monthly.
- Served as acting member of the Video Approval Committee, coordinating with merchants to ensure videos are helpful and engaging to the customer.

### **Hiring Communications Assistant: L Brands | August 2018–February 2019**

- Managed copy, creative, and execution for the seasonal hiring Facebook page, doubling page "like" count within the first three months.
- Composed emails, print and radio advertisements promoting seasonal hiring for L Brands warehouses.
- Produced and distributed orientation materials, including personal badges and hiring paperwork, for thousands of seasonal warehouse employees.

### **Freelance Editorial Works | 2017–Present**

- *"Visiting Professor Forced to Navigate COVID-19 on Two Fronts"* (Marietta College Newsletter, 2020)
- *"Finding the Tone that Listeners Love"* (Timber Media, 2020)
- *"Social Media Stalking FTW"* (Timber Media, 2020)
- *"Revamped History Classes"* (Marietta College Newsletter, 2019)
- *"I Have No Idea What I'm Doing After Graduation, And I Couldn't Be More Excited"* (Refinery29, 2018)
- *"Giving the Gift of Laughter"* (614 Magazine, 2018)
- *"Nutcracker Novelty"* (614 Magazine, 2018)
- *"Haunted by Markets\*"* (Commodity Insite, 2018) \*Editor

## AREAS OF EXPERTISE

**Google Adwords Certification | Microsoft Office Suite | WordPress | Google Analytics | Google Drive | Adobe Creative Suite:** Photoshop, InDesign, Illustrator, AEM Editor | **Social Media Platforms:** Instagram, Instagram Stories, IGTV, Facebook, Pinterest, Twitter, Reddit, Reels, TikTok | **Copywriting & Editing | SEO Optimization | Email Newsletters | Audio & Script Writing**

## EDUCATION

**Bachelor of Arts, Political Science | Marietta College, Marietta, OH | 2018**

**Study Abroad, International Law & Business Focus | University of Cambridge, Cambridge, UK | Summer 2016**