

Becky (Darling) Hauswirth
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ACD Copy, LeoVince

September 2017 – March 2018, worked remotely (Italian motorcycle exhaust company based in Milan)

- Worked with leadership to develop the right brand voice and wrote copy style guides.
- Created a better flow of information on product pages and streamlined product copy.
- Managed a team of remote copywriters.

ACD Copy, Peet's Coffee & Tea

April – July 2017, Emeryville

- Created concepts and copy for POS, web, social, merchandise, packaging, and products.
- Wrote longer coffee stories and related materials.
- Managed four writers in the copy department (two worked in-house and two worked remotely).

Senior Copywriter, Sam's Club

February 2016 – February 2017, San Bruno

- Involved in brief strategy, concept creation, wireframing, and messaging of small promotional pushes to massive holiday campaigns.
- Delivered compelling copy (including product copy) under extremely tight timelines for everything from pets to pharmacy to produce.
- Managed copywriters and interns.

Senior Copywriter, Swirl

June 2014 – January 2016, San Francisco

- Created copy for bus shelter ads designed to look like social posts for the **San Francisco Zoo**—along with creating the actual social material on Instagram, Facebook, and Twitter.
- Wrote over thirty video scripts for **Walmart's Holiday Hub** campaign (with Melissa Joan Hart and Anthony Anderson).
- Wrote the UX for an interactive healthcare microsite for **Walmart**.
- Created and polished product copy.
- Managed copywriters and interns.

Senior Copywriter, Questus

September 2013 - April 2014, San Francisco

- Rebranded **Starbucksstore.com** by pairing a mobile-first experience with a strategic story via tone, layered content, and functionality.
- Concepted and crafted a mobile-first landing page for **Starbucks** Blonde Roast to align with the rebranded store site.
- Pushed the responsive **General Motors** credit card experience on **Capital One** by telling a quicker, more compelling story.

Copywriter, Freelance

May - June 2013, San Francisco: SapientNitro

- Uncomplicated complicated technologies to communicate clear consumer benefits and differentiate similar products for the global redesign of **Sony.com**.

December 2012 – April 2013, San Francisco: BloomThat, Amazon Advertising, etc.

- Wrote strategy documents, brand guidelines, tag lines, microsites, banners, along with social and video content.

September – November 2012, San Francisco: Sequence

- Wrote brand guidelines for the online gaming site **Pogo.com**.
- Rebranded and rewrote a website for the development company **Vinsol**, including complex case studies and an improved CTA strategy.

February – August 2012, Boston: Life is Good, Improv Asylum, etc.

- Created copy for a diverse line of products at **Life is Good** (including clothing, outerwear, and accessories)
- Wrote POS and outdoor messaging, email and social media campaigns, and web copy for **Improv Asylum**.

Copywriter, Digitas

November 2010 – February 2012, Boston

- Rebranded and rewrote **Goodyear.com** and **Dunloptires.com** (from homepage to 404 error page and everything in between).
- Created a microsite for **Sharpie** to engage a younger, creative demographic.
- Won the chance to pitch our campaign to **Chapstick** after competing with teams internally.

Junior Copywriter, Engine Company 1 (now Chemistry Club)

February – November 2010, San Francisco

- Wrote outdoor, POS, web, plus email and social campaigns for **Rubio's, California Pizza Kitchen, The 49es, The Monterey Bay Aquarium, Whole Foods, Heinz, and Wag Hotels**.

Copywriting Intern, R/GA

January – March 2009, San Francisco

Miami Ad School September 2009, San Francisco, CA
Copywriting Portfolio Program

Creative Department April 2007, San Francisco, CA
Copywriting and Concepting

Academy of Art University May 2006, San Francisco, CA
Advertising and Marketing Strategies

St. Lawrence University May 2002, Canton, NY
Bachelor of Arts Degree – English Literature