

Becky (Darling) Hauswirth

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#### Senior Copywriter, SquareTrade

April 2019 – present, San Francisco

#### Stay-at-home Mom

April 2018 – April 2019, Oakland

#### 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 49ers**, **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