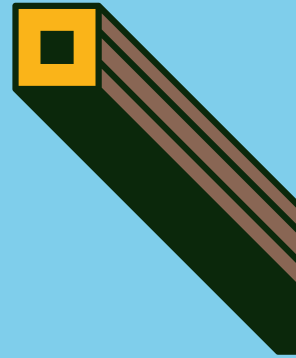


# ERIN ALKIRE



## COPYWRITER

Great copy is like a well-executed joke. You know your audience, you grip their attention with captivating language—and the comedic timing's just right. The joke lands, and the audience feels something, inspiring them to laugh. Well, hopefully.



### CONTACT

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### SKILLS

Product marketing	CMS e.g.
Social media marketing	Wordpress
Packaging copywriting	HTML
Content writing	Figma
Copyediting	Invision
Email marketing	Adobe Creative
SEO writing	Google Suite
Creative writing	Wrike
Voice & tone	Later
Brand book creation	Sprout Social
Editorial calendar mgmt	Trello
Style guide creation & mgmt	Squarespace
UX writing	Excel
UX user flows	Asana
Remote collaboration	Smartsheet
Creative conceptualization	Jira
Digital marketing strategy	Sharepoint
Brand marketing	Canva

### EXPERIENCE

#### Copywriter, Brand @ Velocity Global

November 2022 - today

Crafts copy for B2B audiences: web, social, print and event experiences, while collaborating with Brand team & marketing stakeholders

#### Content Lead @ Unicorn Distillery

Jan 2022 - March 2023

Wrote all new web content & managed Unicorn's 2022 social calendar: strategized, designed content pillars, wrote & managed influencers

#### Copywriter @ Zillow

March 2018 - March 2022

Owned customer-centric B2B & B2C cross-channel concepts & content for ad campaigns, product launches, customer acquisition & social series

#### Copywriter @ Amazon

June - November 2017

Launched two Amazon Home brands from scratch, (Rivet, Stone & Beam) by crafting brand books, product descriptions, web content & packaging

#### Copywriter @ zulily

September 2015 - June 2017

Crafted concepts & wrote e-commerce copy for web, mobile, push notification & email for high-profile brand campaigns

#### Copywriter @ Frontline Processing

September 2014- April 2015

Lead & created marketing content: bi-weekly blogs, press releases, post cards, social content, email marketing, TV & radio scripts & UX content

### EDUCATION

#### University of Central Missouri

Bachelor of Arts, Communication  
Graduated magna cum laude

