

CONLAN SPANGLER

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COPYWRITER

Marketing | Brand Communications | Multi-Channel Engagement

SUMMARY

I'm an **award-winning copywriter** whose passion for creative collaboration is only overshadowed by my obsession with delivering projects on-time and in-budget. Highly skilled in conceptualizing, writing, and executing content for multimedia and multi-channel advertising campaigns, I'm all about that brand/tone/story alignment. Plus, I'm allergic to lame, clichéd copy.

Clients and my mom have told me I'm a talented storyteller with a penchant for creating innovative marketing collateral, emails, blog posts, media kits, website copy, commercial scripts, and brochures. My secret: a mix of humor, skill, and a couple cups of coffee.

AREAS OF EXPERTISE

Integrated Marketing Campaigns
Audience Engagement
Driving Brand Awareness
Strategic Copy, Voice, and Tone Alignment
Branded Communication Conceptualization
Drafting and Proofing Content
Multimedia Script Development
Promotional Marketing Collateral Creation
Print and Digital Advertising
Cross-Functional Collaboration
Dancing Like a Penguin

EDUCATION

Bachelor of Arts, English Writing
FRESNO PACIFIC UNIVERSITY
Fresno, CA

TECHNICAL SKILLS

- Microsoft Office Suite
- Google Apps
- Apple iWork
- WordPress
- HTML & CSS
- Slack, etc.

EXPERIENCE

MORE FREELANCE ENGAGEMENTS | New York, NY 2020 to today
Copywriter / Editor

SPARK451 | Westbury, NY 2019 to 2020
Copywriter

Wrote copy for a variety of media—including emails, landing pages, digital advertising, and print—for college and university clients as part of a higher education enrollment marketing agency. Worked closely with strategists and creative director to develop and craft copy that attracted disparate audiences, from high schoolers to working adults. Collected information through research and interviews to inform clients' content.

Key Accomplishments:

- Created dynamic, multi-segment email campaigns focused on driving both inquiries and applications.
- Helped shape full-funnel campaigns to deliver increased enrollment numbers for university clients.

WINDSONG PRODUCTIONS | Fresno, CA 2013 to 2019
Copywriter

Developed and delivered perfectly proofed copy for television commercials, web, digital, and corporate videos—as well as diverse social media platforms—in an agency environment. Analyzed client profiles to craft strategic content that engaged audiences and drove brand awareness. Collaborated with creative director and others to conceptualize and execute copy that aligned with branding initiatives and advertising campaigns.

Key Accomplishments:

- Wrote, proofed, and delivered copy that won a bunch of ADDY and Telly awards.
- Sole copywriter overseeing the successful conceptualization of content, writing scripts for television commercials, and assembling interview clips for testimonial-style videos.
- Collaborated with editors during post-production to determine creative decisions for final videos.
- Directed in-bound marketing activities and enhanced overall online presence by drafting blog posts, social media captions, and email newsletters.

FREELANCE ENGAGEMENTS | Fresno, CA 2008 to 2013
Copywriter / Editor

Crafted copy for all kinds of custom websites, brochures, feature articles, advertisements, product packaging, online newsletters, emails, and social media platforms based on client objectives. Performed copyediting and proofreading of materials to ensure 100% quality and alignment of brand copy, voice, and tone. Drafted and edited content for press releases and publications. Oversaw project and client management, delivering branding and marketing materials to various organizations.

Key Accomplishments:

- Contributed copy to multiple marketing pieces and branded content that won ADDY awards.
- Engaged audiences by writing feature articles, diverse content, and headlines for client newsletters, blogs, magazines, and websites.