



Brenna Solop

COPYWRITER & CONTENT STRATEGIST

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SUMMARY

Experienced, multifaceted copywriter with proven success creating compelling content for digital, social media, UX, print, and display channels to drive visibility and growth across B2B and B2C segments. Portfolio includes content creation for industries such as retail, fashion, entertainment, food, banking, electronics, hospitality, home comfort and healthcare, and clients such as American Express, Citibank, Nestlé Waters, Bed Bath & Beyond, SiriusXM, Adidas, Aéropostale, Starbucks, Hilton, Optimum/Altice, TIME Magazine, Pfizer, Bristol-Myers Squibb and Northwell Health.

SKILLS

Digital & Email Marketing • Websites • Blogging • Social Media • Internal Marketing & PR • UX Writing • Presentations • Speechwriting • Scriptwriting • Lyrics & Musical Composition

PROFESSIONAL EXPERIENCE

Persist – Copy Director

Honesdale, PA

May 2022 - Present

- Co-designed website and created site content for a new, groundbreaking business that combines fashion, art, décor, music and community activism
- Create social media posts, in-store signage and outdoor displays that have doubled the number of walk-ins and have increased sales by 40% since inception in June 2021
- Run store operations such as sales, inventory and bookkeeping
- Active in local women's and small business groups, and mentor local at-risk youth

Evoked Health – Copy Director

Philadelphia, PA

Nov 2021 - April 2022

- Wrote content for various pharmaceutical brands such as Pfizer, Bristol-Myers Squibb, Aerie and Edwards Lifesciences
- Spearheaded a hugely successful social media campaign for the 5-year anniversary of Pfizer's TYMLOS brand, educating the public about osteoporosis and overall bone health
- Helped create content and collateral for the popular website reachfortheheart.com, which focuses on spreading recognition and awareness of aortic stenosis
- Performed referencing and annotating duties, and became familiarized with AMA style

Northwell Health – Senior Content Writer

New Hyde Park, NY

Sep 2019 - Aug 2021

- Created digital content for over 60 graduate medical programs and residency programs, ensuring students could thoroughly research Northwell Health’s medical school offerings. This included conducting quality assurance checks to ensure a smooth application process.
- Researched and wrote content for brochures, pamphlets, articles, websites, landing pages and convention displays for all departments within the vast Northwell network
- Wrote for The Well blog, including the viral “The Day I Took Away My Dad’s Car Keys”

Cheetah Digital – Copy Department Director

New York, NY

March 2010 - July 2018

- As the first copywriter hired by the world’s largest email service provider, I single-handedly created all creative department writing, editing and proofreading services
- Increased profitability of creative department considerably, seeing a near 30% boost in profits in the first year of copywriting services
- Wrote email subject lines, headlines, body copy, e-newsletters, and landing pages for billion-dollar clients such as Nestlé Waters, Starbucks, American Express, Citibank, Adidas, ADT, Coty, Bed Bath & Beyond, buybuy BABY, Hilton—over 200 clients in total

Publishers Clearing House – Senior QA Analyst & Blog Writer

Port Washington, NY

Nov 2003 - Dec 2009

- Analyzed components of multi-million dollar campaigns to ensure they met all postal specs
- Streamlined quality assurance process and saved 20% in production costs by eliminating errors
- Personally initiated and executed a publicity campaign featuring Ross Mathews (The Tonight Show, RuPaul’s Drag Race, The View, The Drew Barrymore Show), having Ross join the PCH Prize Patrol for an award giveaway
- I have been on Prize Patrol and delivered the "big checks" on three occasions, traveling to eight different states. It's real, I swear.

PriMedia Inc. – Senior Copywriter

Garden City, NY

March 2000 - March 2003

- Scripted radio commercials broadcast from Eastern Long Island to Virginia
- Interviewed clients' celebrity customers, including Baseball Hall of Famer Phil Rizzuto and Elvis Presley songwriter Winfield Scott
- Built copy department from the ground up, forming the first Creative Team at company

EDUCATION

Syracuse University Syracuse, NY

Bachelor of Fine Arts in Advertising Design