



# Brenna Solop

## SENIOR COPYWRITER & CONTENT DESIGNER

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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 DTC 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, Northwell Health, ADT, Experian, Ashley Home Furniture, MoMA, and Pep Boys.

## SKILLS

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

## PROFESSIONAL EXPERIENCE

### Moore & Giles – Senior Content Strategist

Lynchburg, VA

April 2023 - Present

- During my tenure, my copywriting for this luxury leather goods company has increased their email open rate by 15% and their email revenue over 300%. We doubled our Black Friday and Cyber Monday sales from 2022, and my content has helped social media impressions rise 700% higher.
- Write B2B and DTC emails, catalogs, social media, website content, and internal communications
- Design content strategy for both brand voice and website, and oversaw copy for website redesign
- Create content publicizing the company's sustainability mission, and strengthening industry partnerships with farms, tanneries, and leather artisans

### brennasolop.com – Content Director

New York, NY

Sep 2019 – Dec 2022

While caregiving for family members, I created my own agency via word of mouth. I delivered full copywriting services, including print, digital, subject lines, branding strategies, social media content, and commercial/video scripts to high-profile clients across an array of industries.

## SELECT PROJECTS:

- **TIME Magazine, New York, NY;** Crafted copy for consumer emails, including a 13-email series for digital subscription rollout. Also created emails and banners for the TIME online store.

## **brennasolop.com – Content Director – Select Projects continued**

- **Northwell Health, New Hyde Park, NY;** Created digital content for over 60 graduate medical programs, and utilized my quality assurance background to ensure students would experience a seamless application process. Also wrote brochures, event display copy, and for The Well blog.
- **buybuy BABY, New York, NY;** Contracted directly by company after serving them via agency side. Strengthened messaging by re-capturing essence of past successful campaigns and translating into company's new brand voice. Created emails, product descriptions, and copy for web and print.
- **MoMA (Museum of Modern Art), New York, NY;** Contracted directly by museum after serving them via agency side. Wrote emails, copy and product descriptions for the MoMA Design Store.

## **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**