



# Brenna Solop

## SENIOR COPYWRITER & CONTENT DESIGNER

Portfolio: [www.brennasolop.com](http://www.brennasolop.com)

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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 – November 2025

- My copywriting for this luxury leather goods company increased their email open rate by 15% and their email revenue over 300%. They doubled their Black Friday and Cyber Monday sales my first year there, and my content helped their social media impressions rise 700%.
- Crafted B2B and DTC emails, catalogs, social media, website content, and internal communications
- Designed content strategy for both brand voice and website, and oversaw copy for website redesign
- Created content publicizing the company's sustainability mission, and strengthened industry partnerships with farms, tanneries, and leather artisans

### brennasolop.com – Independent Content Director

New York, NY

Sep 2019 – Dec 2022

I managed my own agency and 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 and expanded 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

## **EDUCATION**

**Syracuse University** Syracuse, NY

**Bachelor of Fine Arts in Advertising Design**