

elizabeth spring

Copywriter on a lifelong journey to connect with the world through my writing.

Contact

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LizSpring.com

School

Savannah College of Art and Design

B.A. Advertising | 2019

Platform Experience

social, email, web, blog, SEO

print, POS, trade show, mailers

OOH, product packaging

Brand Roster

ZYN, Microsoft, Biore, General Snus,

Washington University School of Medicine,

Aramark, The Wellness Council, NCADA,

Longhorn Moist Snuff, Werremeyer Creative,

InsideOut Fitness, Greenville Police Department,

Vein Specialties & Medi Spa, UCP Heartland,

C.G. Jung Society of St. Louis

Skills

Photoshop, InDesign, Illustrator, Lightroom, XD,

Acrobat, Wordpress, HTML/CSS basics

Strengths

research, concepting, empathy

strategy, consumer journey, editing

cross-team collaboration

interface/UX design

Development Workshops

Intro to Equity-Centered Community Design

How Traditional Design Thinking Protects

White Supremacy

Professional Tactics for Women

Hobbies & Interests

reading, singing, sewing, embroidery

book binding, collage, painting

poetry, sketching, sculpting

interior design, photography

Werremeyer Creative | St. Louis, MO

senior care, health

Copywriter - Freelance

Feb 2021 - Present

Woman-owned agency. Work that makes the world better. Pinch me, I'm dreaming. Here's what I worked on:

- Concepted and created strategic longform blog content, along with email and social teasers to begin shaping a new industry voice and grow a stronger online presence.
- Developed distinct LinkedIn strategies for both the agency and the president.
- Created and implemented a new website content strategy for Washington University's School of Medicine Department of Plastic Surgery.

Freelance | St. Louis, MO

health, subscription service

Copywriter

Spring 2020 - 2021

Some independent dabbles:

- Crafted new website strategy, interface design, and copy assets for a local medical office and implemented that through wordpress.
- Joined a local startup to help with a launch strategy and copy assets for a new children's subscription box.

New Honor Society, an FCB Company | St. Louis, MO

tobacco, education, B2B, beauty

Jr. Copywriter - Intern, Freelance

Spring 2019 - Fall 2020

Hung around cool peeps. Won the Coziest Sweaters of the Year award. Got to work:

- Acted as lead writer for all ZYN Reward program email assets, website content, FAQ development, social media teasers, chatbot naming, and more. ZYN.com/Rewards
- Sculpted and solidified the ZYN Rewards language guide for extended program touchpoints and future content creation.
- Navigated existing, complex consumer brand journeys.
- Implemented new FDA copy requirements as necessary.
- Provided copy for design components of a Pre-Market Tobacco Application (PMTA).
- Successfully refocused branded email content for increased unique opens and click throughs.
- Crafted everything from concept writeups, to final copy for monthly social media, emails, digital and OOH campaigns, web, trade shows, product packaging, POS, and more.
- Participated in new product and program naming.
- Contributed to TV spot concepting for Aramark uniform services, along with integrated social media influencer campaign concepting for Biore.

Redhype Advertising | Greenville, SC

wellness, health, crime solving

Jr. Copy Intern

Fall 2018 - Spring 2019

First internship. First whitepaper. First taste of life after college:

- Sole copywriter, strategist, client contact on a total brand overhaul and new website build.