

# DREW SIMON

Copywriter | Content Specialist | Digital Marketing Strategist | Social Media Expert  
<https://simonandrew64.wixsite.com/hiredrew>  
224-200-4333 | Simonandrew64@gmail.com

## SUMMARY

A dynamic and results-driven copywriter with extensive experience in developing and executing comprehensive content strategies across digital and traditional marketing channels. I have a proven ability to increase brand awareness, generate leads, boost customer retention, and drive engagement through innovative and impactful campaigns. I have expertise in creating SEO-optimized content, managing social media platforms, and crafting compelling copy for diverse audiences. Adept at collaborating with cross-functional teams to deliver successful campaigns for top-tier brands in the consumer goods, hospitality, and digital marketing sectors.

## WORK EXPERIENCE

### Smash Park — Freelance to Full-Time Content Specialist Mar 2024 - Dec 2024

- Developed and implemented a comprehensive content strategy to elevate brand visibility and drive lead generation, enhancing overall customer retention and increasing community engagement.
- Created and optimized engaging content for diverse marketing channels, including email campaigns, Meta Ads, SMS marketing, Instagram, and TikTok, increasing user interaction and sales conversion.
- Spearheaded social campaigns that aligned with both long-term brand vision and short-term sales goals, delivering consistent messaging and promoting a positive brand experience across digital platforms.
- Utilized data analytics to measure campaign performance, optimizing content strategies for maximum impact and ROI.
- Created copy across multiple sales documents including brochures, internal training documents, and print ads.

### Arc Worldwide — Copywriter Jul 2022 - Apr 2024

- Collaborated with Publicis Groupe agencies such as Leo Burnett and DIGITAS to brainstorm and produce high-impact copy that resonated with target audiences, driving engagement and sales under our POWER OF ONE thinking.
- Developed compelling copy for below-the-line marketing materials, including bar/retail posters, e-commerce banners, and retail displays, successfully increasing foot traffic and online conversions.
- Created persuasive pitch decks and proposals for key clients like Heineken, Dos Equis, and Lagunitas, securing buy-in for creative campaign concepts and driving revenue.
- Worked closely with cross-functional teams to ensure alignment between creative content and broader campaign objectives.
- Collaborated as one of two lead copywriters on a high-performing creative team, driving brainstorming sessions with three graphic designers and key account managers to develop innovative and strategic campaigns.

### MNTN — Social Media Manager/ Part Time Mar 2021 - Dec 2021

- Led a team in creating and managing high-performing content for Instagram, TikTok, and Twitter, including content creation, scheduling, and performance tracking to boost follower growth and engagement.
- Developed and executed a strategy to enhance SEO and engagement, resulting in increased organic traffic and visibility for the brand's social media profiles.
- Conducted social media audits and implemented data-driven improvements that resulted in a measurable increase in traffic, followers, and social engagement.

**a5 Digital and Branding — Junior Copywriter Internship** Apr 2021 - Aug 2021

- Collaborated in a fast-paced agency environment to develop creative campaigns that redefined brand identities, significantly improving market share and boosting sales.
- Created social media content calendars for multiple clients, ensuring timely and consistent delivery of high-quality, engaging posts that enhanced customer interaction across platforms like Instagram, Facebook, and Twitter.
- Delivered compelling copy for social media, print ads, and other marketing channels, ensuring that all messaging resonated with local audiences and reflected each client's brand voice.
- Optimized campaigns based on performance analytics, adjusting content strategies to achieve KPIs such as engagement rates and conversion goals.

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**EDUCATION****Bachelor of Arts**

2018- 2022

Iowa State University

- Major in Advertising
- Final GPA: 3.5

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**KEY SKILLS**

- Content Strategy & Creation
- Brand Awareness & Positioning
- Digital Marketing & Advertising
- Social Media Marketing (Meta, TikTok, Twitter)
- SEO Optimization & SEM
- Copywriting & Creative Direction
- Email Marketing & Campaigns
- Lead Generation & Customer Retention
- Marketing Automation Tools (HubSpot, Mailchimp, etc.)
- Data-Driven Decision Making
- Influencer & Community Engagement
- Cross-functional Collaboration
- Creative Campaign Development