

WHITNEY WILSON

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SUMMARY

Creative, conversion-obsessed marketing pro with a passion for blending strategy, storytelling, and data to drive results. I specialize in writing copy that connects, and campaigns that actually convert. Backed by A/B testing, audience insights, and a deep understanding of what makes people click (literally). From boosting engagement to building brand love, I bring the right mix of creativity and analytics to every project.

SKILLS

- A/B Testing & Conversion Optimization
- Deep Audience Insight & Behavioral Analysis
- High-Impact Conversion Copywriting Strategies
- Customer Journey Design & Lifecycle Mapping
- Data-Driven Marketing & Strategic Decision Making
- Direct Response Campaign Execution
- Scalable E-commerce Growth Strategies
- Email Marketing That Converts & Retains
- Gen Z Voice & Engagement-Driven Messaging
- Creative Leadership & Team Empowerment
- Millennial-Focused Content & Community Building
- Targeted New Customer Acquisition Funnels
- Paid Social Media Strategy & Execution (Meta, TikTok, etc.)
- Performance Marketing Metrics & ROI Analysis
- In-Depth Market Research & Consumer Trend Spotting
- Compelling Scriptwriting for Ads, UGC & Video Campaigns
- SEO-Optimized Content Development & Strategy
- SMS Marketing with Strong CTAs & Flow Design
- Strategic Storytelling That Builds Brand Loyalty
- Agile Team Collaboration Across Creative & Marketing

EXPERIENCE

06/2024 to 06/2025 **Copywriter to Marketing Manager**
Mammoth Holdings

- Boosted conversion rates by **108% in just 3 months** through strategic A/B testing and optimized ad copy tailored to target audience behavior.
- Refined and unified **brand voice across all marketing channels**, strengthening audience connection and improving engagement across touchpoints.
- Drove a **30% increase in customer retention** within 6 months by

implementing personalized, data-backed messaging strategies that nurtured long-term loyalty.

01/2014 to 07/2024 Copywriter + Marketing Strategist
My Heart Creative

- **Doubled lead generation and sales** through strategic SEO integration, significantly boosting the agency's online visibility and brand authority.
- Elevated email campaign performance with a **25% increase in open rates** and **15% boost in click-throughs**, driving stronger engagement and conversions.
- Led multiple fast-paced, high-priority projects with agility and precision—consistently delivering top-tier work under tight deadlines and shifting priorities.
- Wrote compelling hooks and short-form ad copy for social media, resulting in a **58% increase in engagement** within 3 months through targeted, platform-specific messaging.

02/2022 to 02/2024 Creative Copywriter
BeautyBio — Dallas, Texas

- Acted as **brand voice lead**, maintaining consistency and clarity across all digital channels, ensuring every touchpoint aligned with the brand's tone and mission.
- **Wrote high-performing scripts** for UGC and influencer campaigns, driving brand alignment and contributing to a measurable **increase in engagement within 4 months**.
- Crafted launch copy for **ZenBubble Toner Serum** and **GloFacial**, helping generate **\$75K+ in revenue during the first week** through strategic messaging across email, web, and social.
- Enhanced product and landing page performance, resulting in a **38% increase in site engagement** through conversion-focused copy and user-first content structure.

01/2022 to 10/2023 Content Producer
Dotdash Meredith

Byrdie, Real Simple, Better Homes & Gardens, Shape, Southern Living, EatingWell

- Ensured **editorial excellence and factual integrity** through meticulous AP Style editing and in-depth fact-checking across wellness, lifestyle, and beauty content.
- Collaborated with editorial teams to deliver **SEO-optimized, high-performing content**, contributing to a **20% increase in web traffic** across multiple platforms.
- Maintained brand voice consistency while adapting to the unique tone and audience of each publication, ensuring engaging and trustworthy storytelling.

03/2017 to 01/2020 Sales & Marketing Specialist - The House of Creed

Neiman Marcus Group — Dallas, Texas

- **Increased sales by 30%** through persuasive marketing strategies and tailored promotions, leveraging deep insights into consumer behavior and luxury buying trends.
- **Surpassed annual sales goals**, generating **\$1M+ in revenue within 12 months** by executing high-impact marketing campaigns and personalized client outreach.
- Boosted client conversion rates by **25%** by crafting individualized shopping experiences and using strategic, relationship-driven marketing techniques.

EDUCATION

05/2021 Bachelor of Arts: Creative Writing & English

Southern New Hampshire University

12/2013 Associate of Applied Science: Massage Therapy/Therapeutic Massage

Central State Massage Academy — Oklahoma City, OK

CERTIFICATIONS

- **Digital Marketing & E-commerce Professional Certificate** – Google
- **Licensed Massage & Bodywork Therapist** (2012–2016) – *Central State Beauty & Massage Academy*

TOOLBOX

Project Management & Collaboration:

Asana, Monday.com, Wrike, Slack, OneCMS

AI Writing & Ideation Tools:

ChatGPT, Claude, Copy.ai, Writesonic

SEO & Analytics Platforms:

Clearscope, Frase, Google Analytics

Digital Marketing & Design:

HubSpot, Mailchimp, Canva, Adobe Creative Suite

PORTFOLIO

- [linkedin.com/in/whitneynicolewilson](https://www.linkedin.com/in/whitneynicolewilson)
- www.whitney-nicole-writes.com

REFERENCES

References available upon request.