

Whitney Wilson

Copywriter
BeautyBio

Average Rating: **4.89**



Total Reviews: 9

A. Lindsey Meister	Co-worker	★★★★★
B. Chris Peters	Direct supervisor	★★★★☆
C. Nan Yi	Direct supervisor	★★★★★
D. Ashley Bevans	Co-worker	★★★★★
E. Alyssa Levitz	Co-worker	★★★★★
F. Emilee May	Co-worker	★★★★★
G. Abby Whitmer	Supervisor	★★★★★
H. Sandra Barrientos	Friend	★★★★★
I. Joi Jones	Client/partner	★★★★★

A. Lindsey Meister
Mammoth Holdings
Senior Graphic Designer
Knoxville, TN 37902
lk_meister@mac.com

B. Chris Peters
Sud Stop Car Wash
Senior Director of Marketing
Knoxville, TN 37902
cpeters@sudstopcarwash.com

C. Nan Yi
BeautyBio
Creative Director
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nyi@beautybio.com

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D. Ashley Bevans BeautyBio Director of Social/Influencer Mktg Dallas, TX 75201 ashley_bevans@icloud.com 000-00-0000	E. Alyssa Levitz BeautyBio Art Director Dallas, TX 75201 alyssa.levitz@gmail.com 000-00-0000	F. Emilee May BeautyBio Senior Digital Designer Dallas, TX 75201 emay@beautybio.com 000-00-0000
G. Abby Whitmer BeautyBio VP of ECommerce Dallas, TX 75201 awhitmer@beautybio.com 000-00-0000	H. Sandra Barrientos The Skin & Body Co. Owner Dallas, TX 75201 barrientos.sandra@yahoo.com 000-00-0000	I. Joi Jones Simply Amazing Real Estate Owner Dallas, TX 75201 njoilife10@gmail.com (469) 371-1371

PERFORMANCE RATING

1 2 3 4 : Number of references with the same answer

	I don't know	Bottom 10% Performer	Below Average	Average	Above Average	Top 10% Performer
Overall performance	<div></div>	—	<div></div>	<div></div>	1	8
Working with others	<div></div>	—	<div></div>	<div></div>	<div></div>	9
Listening skills	<div></div>	—	<div></div>	<div></div>	1	8
Communication skills	<div></div>	—	<div></div>	1	<div></div>	8
Accountability	<div></div>	—	<div></div>	1	<div></div>	8
Getting work done	<div></div>	—	<div></div>	1	<div></div>	8

Work quality	<div><div></div><div></div><div></div><div></div><div></div></div>	—	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	1	<div><div></div><div></div><div></div><div></div><div></div></div>	8
Problem solving	<div><div></div><div></div><div></div><div></div><div></div></div>	—	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	1	<div><div></div><div></div><div></div><div></div><div></div></div>	8
Ability to learn	<div><div></div><div></div><div></div><div></div><div></div></div>	—	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	1	<div><div></div><div></div><div></div><div></div><div></div></div>	8

General Comments

- C. Nan Yi

Loved working with Whitney! She checked off all my boxes and would have kept her if I could. Unfortunately her position was eliminated because of budget cuts and we were no longer able to keep her. She goes above and beyond your expectations and works really well with others. We miss her dearly. She will not disappoint!
- D. Ashley Bevans

I've always had great experiences working with Whitney. She brings such a wealth of knowledge when writing about beauty or the beauty industry; when paired with her technical abilities she's a powerhouse.
- E. Alyssa Levitz

Whitney is a go getter. She can handle any project assigned to her and asks all the necessary questions required to do the job to the best of her ability. She's capable of high output and handles herself well in high stress situations. Whitney keeps a level head and knows how to show up as a great collaborator and leader. I truly miss having her on my team and know much greater things are ahead for her writing career!
- G. Abby Whitmer

Whitney could take a brief and run with it - making it her own while staying on brand. She was always great about asking for and implementing feedback graciously and efficiently.
- I. Joi Jones

Every time that I needed a project completed, Whitney was always available. She not only finished my projects on but exceeded my expectations.

OPEN QUESTIONS

Can you tell me about yourself and how you came to work with Whitney?

- A. Lindsey Meister

I joined Mammoth Holdings a few months before Whitney came on board. She was originally hired as a copywriter, but it quickly became clear that she brought much more to the table. Her strategic thinking, leadership skills, and deep understanding of marketing helped her transition into the Marketing Manager role in a short amount of time.
- B. Chris Peters

Whitney was hired to be a copy writer for our existing family of brands, as well as for an new upcoming brand, Mojo Car Wash.

- C. Nan Yi My name is Nan Yi, Creative Director at BeautyBio. I manage the creative department and oversee 4 designers and 2 photographers. I have been searching for a senior copywriter for couple of months and came across Whitney through Creative Circle.
- D. Ashley Bevans I have nearly 10 years experience in social media marketing. I worked alongside Whitney at BeautyBio; she provided copywriting for the digital marketing team, many of her blogs and email texts were repurposed for social caption use.
- E. Alyssa Levitz I am the Art Director for a skincare tools and topicals company, BeautyBio, based in Dallas, Texas. My Creative Director worked with Creative Circle to interview and contract Whitney a little over a year ago to fill our Senior Copywriter position. She joined our Creative team and helped execute messaging for product campaigns, digital blogs, emails, texts and more.
- F. Emilee May I'm the Senior Digital Designer at BeautyBio (going on 4 years now). I've been working within the Marketing/Digital/Creative industry for over 12 years. Whitney was brought onto the BeautyBio Creative team as a full-time freelance Copywriter in March of 2022, and we worked closely together on a vast amount of projects ensuring clear messaging across all platforms.
- G. Abby Whitmer I am the VP, ECommerce and worked closely with Whitney on blogs, emails, texts and site copy.
- H. Sandra Barrientos Whitney and I have known each other for a few years. I am a salon owner in the beauty industry and since I've met Whitney she has shared her passion for writing and I know how passionate she is and the effort and dedication she puts into her work. As soon as my business was in need of writing services, I was confident she was the perfect person!
- I. Joi Jones I found Whitney through UpWork to help me with writing blogs.

Can you describe Whitney's key responsibilities while working together? Which tools/technologies did he/she use?

- A. Lindsey Meister Whitney was in charge of writing all the copy for our marketing materials, everything from print pieces to social media and email campaigns. On top of that, she planned out the full promotion calendar for the marketing team and made sure all of our posts and emails were scheduled and going out on time.
- B. Chris Peters Whitney used CRM tools (Rinsed) as well as social media platforms on Facebook and Instagram
- C. Nan Yi Whitney was our freelance senior copywriter at BeautyBio for a year. She was responsible for writing emails, homepages and blogs. We used asana and slack to communicate and assign projects.
- D. Ashley Bevans Whitney was the master of all digital copy for BeautyBio's emails, product pages, blogs and more. She is a proficient user of Google Suites, and even introduced me to some great online copywriting thought starter sites. These have been beneficial in creating or focusing on niche

topics to attract new-to-brand customers.

- E. Alyssa Levitz Whitney was responsible for diving into the brand's historical copy projects, honing in on the skincare industry's language, BeautyBio's brand voice, and supporting all copy needs with an educational approach in mind. Her work ultimately most supported our Digital channel with website content needs, email and SMS text campaigns, and overhauling our online blog presence. She also worked closely with our VP of E--Commerce to understand SEO needs. She mainly worked within shared Decks, Sheets, and Word docs via Google Suite. Whitney used Slack for communications with team members daily (along with G-Mail) and various video conference platforms for virtual meetings.
- F. Emilee May Writing/Editing/Proofreading clear, compelling copy across all BeautyBio's messaging outlets (Email, Website, Texts, Digital Ads, Blogs, SEO, Print, Packaging, Retail Events) She quite literally did it ALL, and with an inspiring amount of grace.
Tools/Technologies – Apple, Slack, Asana, Google Docs/Slides, Adobe
- G. Abby Whitmer Whitney wrote all copy and utilized a project management tool to help keep us on track.
- H. Sandra Barrientos Building website. Square software
- I. Joi Jones Wrote my mission statement. Wrote clear and concise blog posts for my industry using Googledocs and Analytics.

What specifically stands out about Whitney's work product?

- A. Lindsey Meister What really stands out about Whitney's work is her clever, witty writing style. She has a knack for coming up with fun and memorable taglines that feel fresh and on-brand, whether they're for social media, email campaigns, or even in-store signage. Her copy always feels intentional and creative, and she knows how to grab attention while still keeping things clear and engaging.
- B. Chris Peters Her copy work was excellent
- C. Nan Yi Whitney's great at pivoting when asked and welcomes feedback. She handles herself well in stressful situations. She keeps her cool, always stays positive.
- D. Ashley Bevans I can't say enough about Whitney's knowledge about the beauty industry; her work contributed greatly towards the BeautyBio brand building clout within the industry.
- E. Alyssa Levitz Whitney is a personable educator. She is able to write in such a way that the reader feels invited to learn; technical writing made digestible. Whitney can conform message delivery to any output required; short form, long form, girlfriend voice, technical guru, etc.
- F. Emilee May Whitney's genuine passion stands out in her work.
- G. Abby Whitmer Whitney can take a fairly minimal brief and intuitively write meaningful copy for it. She will proactively "become the expert" in whatever she is writing about and that is so impressive.

H. Sandra Barrientos Very attentive and detailed.

I. Joi Jones Always on time with the latest trending information.

Tell me what it is like to work with Whitney in your team?

A. Lindsey Meister Working with Whitney is great, she's fun to talk to and easy to collaborate with, but she also knows how to keep things moving. She has a really strong sense of how to manage a team efficiently and make sure everyone's staying on track without micromanaging. She strikes a good balance between being approachable and being a strong leader who gets things done.

B. Chris Peters Whitney reported directly to me in our organization. Whitney is very independent and works well alone or in a group setting

C. Nan Yi Like you have known her for years. She is very easy to work with.

D. Ashley Bevans Whitney has a dynamic personality and has always been so warm and pleasant. She demonstrates strong listening skills and isn't afraid to ask questions when she requires more clarity.

E. Alyssa Levitz Whitney shows up confident every day ready to own her tasks and step up as a capable and competent teammate. She always brings positivity to the chat and isn't afraid to get real and level set expectations for her output. It was always a pleasure collaborating with Whitney.

F. Emilee May It was an absolutely DREAM to work with Whitney. Her positive attitude was highly contagious to the team. She is extremely inspiring, creative, clever and knowledgeable. I'm forever grateful to have worked alongside Whitney during her time at BeautyBio!

G. Abby Whitmer Whitney could handle a large workload with minimal guidance or intervention. She asked questions to better guide her work, sought out feedback and implemented the guidance she received.

H. Sandra Barrientos Whitney makes communicating very simple and is always available. She will go above and beyond.

I. Joi Jones Whitney was pleasant and easy to work with by answering every question that I had.

Would (or does) Whitney make a good manager? Why or why not?

A. Lindsey Meister Absolutely. Whitney is well-spoken, confident, and naturally steps into a leadership role. She advocates for her team, gives clear direction, and is quick to offer support when someone's struggling. She has a great mix of empathy and decisiveness, which makes her a strong and effective manager.

B. Chris Peters	I believe that Whitney would work best on a large team, as she performed best when working with others and being led.
C. Nan Yi	Not sure, I didnt get a chance to see her oversee projects. She was the only copywriter at our company.
D. Ashley Bevans	I think Whitney's professionalism and talent would make her a strong department lead or manager.
E. Alyssa Levitz	Whitney makes a good manager because she's experienced every level of employment up to that level. She has entry, mid, senior and management roles under her belt. I have firsthand watched her problem solve combative interdepartmental relationships and personalities with grace. Whitney is the rock from which any team would benefit; takes a lot to shake her.
F. Emilee May	Without question, Whitney would be an outstanding manager – She's highly effective, talented, reliable, inspiring, knowledgable, confident, clear & direct... the list could go on and on!
G. Abby Whitmer	Whitney took ownership within the bounds of her role and think she would thrive given the chance to manage a team.
H. Sandra Barrientos	Definitely! She is very firm and informed in her work. She is not afraid to make recommendations she feel fit your business.
I. Joi Jones	Yes, Whitney would make a great manager because she is able to prioritize and meet deadlines.

What else do I need to know about Whitney? Would you work with him/her again?

A. Lindsey Meister	I'd feel lucky to work with Whitney again. She was a great coworker, someone I could trust, collaborate with, and even confide in. I never had to worry about anything slipping through the cracks when she was involved. She's reliable, supportive, and just really great to have on a team.
B. Chris Peters	I would work with Whitney again. The only challenge is her role/experience is a very niche role.
C. Nan Yi	Hands down, I would definitely work with Whitney again! She has the best personality, with a can-do attitude. Works hard to achieve her goals and goes above and beyond without being asked.
D. Ashley Bevans	I would absolutely work with Whitney again. She takes pride in herself and her work, she's grammatically talented, and she's a hard worker who delivers completed work by the requested deadline.
E. Alyssa Levitz	I would absolutely work with Whitney again and hope to in the future. She is one of the most genuine and real people I have met. I can't wait to see how far she goes.

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| F. Emilee May | Whitney is a GEM. She truly was a blessing to work with, and I'd absolutely work with her again! |
| G. Abby Whitmer | I would definitely work with Whitney again. She is such an amazing team player, joy to work with and awesomely talented. |
| H. Sandra Barrientos | Because of her professionalism and overall experience I would definitely work with her again. |
| I. Joi Jones | Whitney gives you a personal experience by getting to know you - the client and the vision. Yes, I would work with Whitney again. |