

WHITNEY WILSON

Senior Copywriter | Beauty & Skincare Brand Strategist

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PROFILE

Beauty-obsessed storyteller who turns skincare science into scroll-stopping campaigns. Seven years of crafting copy that converts—from product launches generating \$75K+ in first-week sales to web optimization driving 108% conversion lifts. I bridge the gap between clinical efficacy and emotional resonance, creating narratives that educate consumers while moving products. Equally fluent in DTC e-commerce, retail packaging, and paid media, with a portfolio spanning prestige skincare to clean beauty.

CORE STRENGTHS

Campaign Leadership: 360° integrated launches across web, email, social, paid media, retail, and OOH

Performance Copy: Conversion-focused messaging, A/B testing, CTR optimization, landing page strategy

Brand Voice: Voice development, style guides, tone consistency across channels and touchpoints

Beauty Expertise: Science-backed skincare claims, ingredient storytelling, regulatory-compliant copy

EXPERIENCE

Freelance Senior Copywriter & Brand Strategist

Whitney Nicole Writes | June 2025 – Present

- Developing brand voice architecture and launch messaging for beauty and wellness clients
- Creating full-funnel content strategies from awareness through conversion

Copywriter → Marketing Manager

Mammoth Holdings | June 2024 – June 2025

- **Delivered 108% conversion lift through strategic web, landing page, and ad copy optimization**
- Elevated to senior creative voice, establishing copy standards and messaging frameworks across teams
- Owned projects end-to-end in lean startup environment—ideation through launch with minimal oversight

Senior Copywriter

BeautyBio | Dallas, TX | February 2022 – February 2024

- **Launched integrated campaigns generating \$75K+ in first-week sales across web, email, social, and paid**
- **Achieved 38% engagement lift on product launches by balancing science-backed claims with emotional storytelling**
- Partnered with creative, growth, and lifecycle teams to translate brand vision into high-performing customer experiences
- Stewarded brand voice consistency across DTC, retail, and paid channels for evergreen and launch campaigns

Content Producer

Dotdash Meredith (Byrdie, Shape, EatingWell, Real Simple) | January 2022 – October 2023

- **Drove 20% traffic increase through strategic keyword integration and audience-focused storytelling**
- Created research-backed beauty, health, and wellness content ranging from long-form editorial to concise web copy

Copywriter & Marketing Strategist

My Heart Creative | January 2014 – July 2024

- **Doubled client leads and sales through full-funnel content strategies integrating web, blog, email, and advertising**

- Built lasting client relationships by translating business objectives into compelling creative work

EDUCATION & CERTIFICATIONS

B.A., Creative Writing & English — Southern New Hampshire University, 2021

Google Digital Marketing & E-commerce Certificate | Meta Certified Creative Strategy Professional

TOOLS & PLATFORMS

E-commerce & Marketing: Shopify Plus, Klaviyo, Postscript, HubSpot, Meta Ads, TikTok, YouTube

Creative & Production: Adobe Suite, Figma, Frame.io, Canva, Notion

Project Management: Monday, Asana, ClickUp, Slack