

Xon Baker, MA

**COPYWRITER | CAMPAIGN CONCEPTOR | MULTI-CHANNEL
STORYTELLER**

EXPERIENCE

Flatirons Community Church — Erie, CO
Marketing Coordinator | Nov 2023 – Feb 2026

Lead copy development across newsletters, web, SMS, and video for a multi-campus organization serving 6 locations and 21,000+ email subscribers.

- Own lifecycle and campaign newsletter strategy, maintaining **50%+ open rates and 3.5–6.5% CTR** through disciplined subject line testing and audience segmentation
- **Increased overall email engagement by 30%** by refining messaging hierarchy, simplifying calls to action, and restructuring content for clarity
- Translate complex initiatives into clear, audience-first messaging aligned with brand tone and campaign objectives
- Write and optimize website and landing page copy to improve clarity, navigation flow, and conversion pathways
- Develop and execute weekly SMS campaigns, **scaling subscriber growth from 5K to 35K** through concise, value-driven messaging
- Create SEO-informed YouTube titles, scripts, and thumbnails contributing to 20% year-over-year channel growth
- Collaborate with designers and cross-functional stakeholders to shape campaign messaging frameworks and ensure consistency across channels
- Use performance data to refine tone, structure, and calls to action

Fate V Future — London, UK
Creative & Strategy Coordinator | Jan 2023 – Jun 2023

Produced conversion-focused B2B content within AI and technology sectors.

- Wrote 20+ newsletters, translating technical product information into clear, engaging narratives
- Partnered with RWS to oversee German-language translations for Foto Marlin Basel, ensuring accuracy and brand consistency across markets
- Supported multinational communications for a 15,000+ employee data firm, shaping messaging frameworks across international teams
- Conducted audience research to refine positioning and voice consistency
- Balanced strategic concepting with rapid execution in a fast-paced content environment

Elevation Hotel & Spa — Crested Butte, CO
Marketing Intern (Boxer Properties) | Apr – Jul 2018

- Supported seasonal campaign messaging across web and digital platforms
- Maintained brand voice consistency across customer-facing channels

PROFESSIONAL SUMMARY

Copywriter with 5+ years of experience crafting clear, commercially focused messaging across email, web, and campaign channels. Translate complex ideas and product information into concise, customer-centered copy that drives measurable engagement in fast-paced, collaborative environments.

EDUCATION

Master of Arts, Advertising & Public Relations (Honors)
Richmond American University London | Jan 2022 – Jul 2023

Bachelor of Arts, Business Administration
Emphasis: Marketing
Minor: Environmental Sustainability
Western Colorado University | 2015 – 2020

CORE COPYWRITING COMPETENCIES

- Newsletter & Lifecycle Email Campaigns
- Product & Feature-to-Benefit Translation
- Brand Voice Development & Stewardship
- Campaign Messaging Hierarchies
- Website & Landing Page Copy
- Press Releases & Public-Facing Announcements
- Customer-Centered Conversion Writing
- Editing & Proofreading for Clarity
- Audience Research & Insight Development
- Short- and Long-Form Copy

TOOLS

- Microsoft Office
- Google Analytics
- WordPress & CMS Platforms
- Figma (layout review & collaboration)
- Adobe Creative Suite
- Canva
- Basic HTML
- Monday.com

CERTIFICATES

- [Google: Think Outside the Inbox: Email Marketing](#)
- [Google: From Likes to Leads: Interact with Customers Online](#)
- [Google: Attract and Engage Customers with Digital](#)
- [Google: Foundations of Digital Marketing and E-commerce](#)