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| 523 Broadway Ave E  Seattle, WA 98102  206.371.9941  [RileyDBiehl@gmail.com](mailto:RileyDBiehl@gmail.com) |

**RILEY DASHIELL BIEHL**

Extensive experience in copywriting/editing with an advanced comprehension of marketing, web copy and design. Significant success in delivering and developing superior content with a commitment to meeting deadlines in an ever-changing environment. <http://rileydbiehl.writersresidence.com/samples>

**EXPERIENCE**

**05/2019 – present Microsoft – Modern Life & Devices** Seattle, WA

**Staff Copywriter**

* MLD copywriter in charge of copy for consumer-facing product and software updates, internal updates and employee newsletters
* Works with Bing team to craft copy to accompany images for Microsoft Lock Screen

**11/2018 – 03/2019 American Express Fine Hotels & Resorts** Seattle, WA

**Contract Copywriter**

* Wrote and edited copy for the Fine Hotel & Resorts campaign including hotel offers, email campaigns, and landing pages
* Worked with designers and corporate clients to conceptualize brand voice, the campaign’s homepage and offer details

**10/2015 – 05/2018 Greatergood.org** Seattle, WA

**Marketing Copywriter**

* Wrote and edited long and short copy for subject lines, products, sales promotions, petitions and more
* Collaborated with graphic designers, buyers, marketers, and brand representatives on ads campaigns and brainstorm sessions
* Managed, tested, and scheduled 12-20 email campaigns a day, blasting 365 days a year using industry-standard platforms Selligent, Mailchimp and Strongview
* Coordinated sponsored blasts and banner ads according to client and partner business specifications
* Analyze campaign performance through AB testing, revenue, and click-through rates to make data-driven marketing decisions

**10/2013 – 10/2015 Zulily.com** Seattle, WA

**Product Copywriter**

* Wrote conceptual, creative copy aligning with the zulily brand voice for thousands of international and domestic brands including: Kate Spade, Calvin Klein, Matilda Jane, Carhartt, Polo, Under Armour, Sperry, Disney, Fila and more.
* Used conversational language, keywords and phrasing that promotes the company brand voice.
* Collaborated with buyers, graphic designers, stylists, photographers and creative directors.
* Worked in a high-volume setting with fluctuating deadlines

**06/2011 – 09/2013 Rearden Commerce/American Express** Seattle, WA

**Marketing Copywriter**

* Wrote and edited daily deal, email, banner ads, and landing page copy for the American Express Serve Project
* Pivoted content using market research for hundreds of small businesses, websites, and major companies including campaigns for Best Buys, Burger King, Ticketmaster, and Amazon
* Conducted research, analyzed business’ products to ensure content was compelling and demographically targeted subscribers
* Interfaced with the ad operations and production team daily

**Personal Creative Projects**

**05/2018 - Present Miranda in the Maelstrom** Seattle, WA

**Comic Series Author & Creator**

* Author of creator-owned comic book series set for publication next year from Action Lab
* Managing production schedules and creative collaborations for artists, colorists, and letterers

**Education/RECOGNITION**

* Bachelor of Arts in Creative Writing with a Minor in Journalism at Seattle University, Seattle, WA Completed 2009.
* Winner of Seattle University’s first Playwriting Contest. “Family on a Sunday Drive” was produced as part of the Site Specific Cabaret, May 7-17, 2009.