

ALLIE STROUSE

Brand Copywriter | Creative Storyteller | Photographer

CONTACT

allie.strouse@gmail.com

804.938.3942

linkedin.com/in/alliestrouse

EDUCATION

BA in Mass Communications

Broadcast Journalism Concentration

Minor in Spanish

Auburn University

SKILLS

Copywriting

Advertising

Communicating

Networking

Marketing

PROGRAMS

Slack

MS Office Suite

Google Suite

Adobe InCopy, PSD, LR & Audition

Workfront

Confluence

Marketo

INTERESTS

Running

Photography

Chocolate Chip Cookies

Auburn University Football

Finding the right gif when Slacking

ABOUT

Creative copywriter, positive go-getter and enthusiastic team player with 14 years of experience.

EXPERIENCE

Senior Brand Copywriter | July 2022 — Present

Associate Brand Copywriter | March 2020 — July 2022

Capital One | Card & Digital Products

- Write compelling, clear and conversational copy across channels (email, websites, digital media, social, video and direct mail) in company tone and voice for a wide variety of products
- Leverage the brand tone and voice for consistency throughout communications
- Self-edit and proofread work for individual team and beyond
- Brainstorm and concept in creative meetings
- Partner with designers, strategists, creative directors, marketing partners and outside agencies to produce effective marketing pieces
- Ideate and strategize creative for Capital One's student and mainstreet audiences
- Present creative projects internally and externally
- Prioritize and communicate work to ensure on time delivery
- Own newsletter copy for one of our business resource groups

Copywriter

EAB | Adult Learner Recruitment | September 2017 — February 2020

- Collaborated with art directors, web designers and strategic leaders
- Wrote effective and cohesive copy based on individual clients brand
- Created copy for emails, direct mail, websites and display ads
- Communicated and maintained efficient workflow
- Served, presented and communicated with internal and external educational clients

Creative Services Production Manager

Summit Media Corp. | Production | November 2012 — September 2017

- Wrote, voiced, coached and produced effective radio scripts and commercials
- Maintained and entertained a daytime on-air radio show
- Served small business clients to understand their business needs
- Created copy for websites and display ads
- Worked closely with sales managers and on-air talent
- Presented work to Creative Services team and external clients

Operations Assistant

Cromwell Radio Group | Operations | October 2010 — October 2012

- Wrote, voiced, coached and produced effective radio scripts and commercials
- Maintained and entertained a daytime on-air radio show
- Researched and conducted interviews for public service
- Wrote public service reports each quarter
- Created daily blog and social media posts
- Scheduled, analyzed and invoiced radio commercials and contracts
- Developed music playlists each day for pop radio station
- Lead weekly promotion meetings
- Worked closely sales, traffic and operation managers

Creative Services Production Assistant

Cox Media Group, Inc. | Production | August 2008 — September 2010

- Wrote, voiced, coached and produced effective radio scripts and commercials
- Maintained and entertained an evening on-air radio show
- Served small business clients to understand their business needs
- Created copy for websites and display ads
- Worked closely with sales managers and on-air talent