

PHOEBE PRESENT

Copywriter • Copy Editor • Content Writer • Creative Strategist

New York, NY

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www.phoebepresentwrites.com

ABOUT ME

I am a creative—a writer, copywriter, editor, content writer, and strategist with a passion for using words to help a wide range of clients reach new audiences and deepen the impact of their current base. I draw on a deep well of both practical and inventive problem-solving to create transformative copy and content across all channels including social media (paid and organic), blogs, marketing materials, video, websites, UX, press releases, annual reports, campaigns, activations, and more. In a world that's increasingly reliant on AI, I champion the power of authentic storytelling and communications to deeply connect with people. My secret weapon is an profound sense of empathy—I quickly understand the unique experience of a target customer, and develop concepts and messaging that speak directly to their needs.

WORK EXPERIENCE

Freelance Copywriter, Copy Editor, & Content Writer

2023 - Present

Collaborate with a wide range of businesses and brands - including agency clients and startups - on everything from assessing and elevating their brand presence, writing smart and impactful copy and content across all social and marketing channels, and conceptualizing new campaigns and messaging.

- Listen carefully to client needs and goals in order to help them realize their full impact across new and existing customer and client bases.
- Generate new ideas for engaging video scripts, blogs, emails, social media advertisements, websites, organic social content, marketing materials, and more, tapping into my sense of empathy to effectively connect with audiences.
- Quickly able to adapt to new work processes, brand strategies, tones of voice, and customer insights.
- Prioritize staying on top of social media and market trends to stand out in an increasingly AI-saturated media landscape.

Copywriter & Content Manager G-Lab Group

2025 – 2026

Developed organic social media content, marketing and communications materials, blogs, web copy, and more for The Salvation Army and their southern U.S. divisions.

- Mapped-out and organized social media calendars for each division, researching SEO data and trends to develop the content and messaging, and also providing visual direction to graphic designers.
- Wrote monthly blog posts for each division, calling on my research and empathy skills in order to compose engaging and informative content for local community members.
- Proofread both my own and colleagues' writing to help maintain a level of excellence across all content and communications.
- Regularly took on a wide variety of additional writing tasks including flyers, posters, banners, donation bins, and more.
- Prioritized continuous communication and close listening when interacting with clients and receiving feedback, maintaining a healthy balance between their specific inputs and those of my team.
- Exercised strong time management and organization skills when managing, tracking, writing, and customizing copy and content for over 30 different divisions/accounts at any given time.

Direct Response Copywriter Lemonade, Inc

2020 – 2023

Promoted to Lemonade's Creative team to write copy and ideate for a wide range of brand advertisements, campaigns, social media content (organic and paid), direct mailers, growth advertisements, activations, in-product messaging, emails, newsletters, influencer scripts, video scripts, SEO Google search, and internal communications.

- Generated concepts rooted in thoughtful analysis of creative briefs, considering the goal of each project, along with the medium/channel, target audience, key USP's, deadline, and any current and relevant trends.
- Collaborated daily with fellow teammates including designers, senior writers, animators, art directors, and creative directors, and cross-functionally with the Growth, Social Media, and Product teams on shared projects. Always eager for feedback (positive and constructive) and opportunities to strengthen my skills.
- Made recommendations to optimize our content and messaging with careful consideration of product details and customer behavior that I learned in my prior role as a Lemonade customer experience specialist.
- Provided hands-on assistance during film shoots in creating content ideas, script writing, set prepping, and any miscellaneous help needed.
- Utilized my time management and multitasking abilities when handling multiple assignments of varying natures and deadlines simultaneously.

Customer Experience Specialist Lemonade, Inc

2019 – 2020

Answered incoming emails and phone calls from Lemonade's homeowners insurance customers and relevant third parties, warmly and creatively explaining how insurance works in an understandable manner, while assisting with a wide variety of questions and requests.

- Employed problem-solving skills in trickier situations such as escalations, which often required compassion and fast-thinking.
- Wrote email macros to be used among all Customer Experience team members, tapping into Lemonade's friendly and accessible brand voice to explain aspects such as how our products worked, what we covered, and how to use the mobile app.

EDUCATION

Bard College, Class of 2017
Bachelors of Arts in Creative Writing

SKILLS + SOFTWARE

Grammar • Punctuation • Syntax • Proofreading • Figma • Asana • Notion • Google Workspace • Microsoft Office • SKED • Canva • Slack • Zendesk • Air • Fibery • DropBox