


PHOEBE PRESENT

Writer ~ Storyteller ~ Creative Problem Solver

CONTACT

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 New York, NY

 phoebepresentwrites.com

EDUCATION

Bard College

2013 - 2017

B.A. in Creative Writing

SKILLS

Project Types

Brand Ads, Growth Ads, Social Media Content, Video Scripts, Emails, Newsletters, Blogs, Social Calendars, Direct Mailers, SEO, Google Search, Marketing Materials, Campaigns, Activations, Product Descriptions, Print Copy, Direct Response, UX Writing, DTC

Branding & Creative Methods

Brand Awareness, Branding + Identity, Brand Voice + Tone, Creative Thinking, Creative Problem Solving, Creative Strategy, Analyzing Briefs, Customer Insight

Social Media

Social Channels, Paid Social Copy, Organic Social Copy, Social Posts, Social Trends, Engagement

Writing & Technical

Grammar, punctuation, syntax, proofreading, copy editing, key-word usage, character limits, space limits

Software

Figma, Asana, Notion, Google Workspace, Microsoft Office, SKED, Canva, Slack, Zendesk, Air, Fibery, Dropbox

ABOUT ME

I'm a dynamic and versatile writer, creative, and professional with a lifelong passion for writing and using the craft to connect with others. I thrive in empathizing with a brand's target audience through considering their unique experience as a given customer, and then identifying what messaging and will resonate with them best. Creative thinking and creative problem-solving are additional foundations to my creative process, no matter how simple or complex a project is. I am highly skilled at and comfortable with long and short-form writing, across a wide range of channels.

WORK EXPERIENCE

Copywriter & Content Manager

G-Lab Group

2025 - Present

- Working with nonprofit clients—predominantly The Salvation Army and their southern U.S. divisions—on their organic social media content, marketing and communications materials, blogs, web copy, and more.
- Maps-out and organizes the organic social media calendars for each client, followed by writing the media copy and captions for each post, while also providing any visual instructions for the design team. Then customizes each social calendar to match each Salvation Army division, whether it be tweaking the location/division's official title, adding custom links, and other localized components. All calendars and subsequent assets then personally scheduled to be posted online through SKED.
- Writes monthly blog posts for each client, with thorough research often required in order to share as much information and insight into the given subject matter. Additionally makes use of proofreading skills when reviewing mine and co-workers' blogs and other writings.
- Simultaneously works on additional incoming tasks from clients including writing flyers, bag stuffers, posters, sales and marketing materials, banners, thrift store announcements, transcribing needs, and more.
- Continuously sharpening my communications skills when interacting with clients and receiving feedback, maintaining a healthy balance between their specific wants and mine and my colleagues' professional insights.
- Always need to keep in consideration the many different nuances for each Salvation Army client, such as differing brand voice guidelines, service offerings, names of services and programs, and unique asks. Furthermore always need to keep in consideration the theme and appeal angle (donations vs volunteering vs seeking help) for each assignment.
- Frequent use of my time management and organization skills when managing, tracking, and writing copy and content for over 30 different clients and accounts at any given time.
- Communicate daily with fellow Communications team members, whether it's team meetings and check-ins, manager 1:1's, asking questions, making any announcements or PSA's, or more.

Part-Time Freelance Writer

2023 - Present

- Working with a wide range of brands - including agencies and startups - with their various writing (copy, content, UX) and conceptualizing needs, including video scripts, blogs, newsletters, and social media advertisements.
- Quickly able to adapt to new work processes, brand strategies, tones of voice, and customer insights, varying from client to client, in order to help compose new creative to further connect to their audiences.

Direct Response Copywriter

Lemonade, Inc

2020 - 2023

- Got promoted to Lemonade's Creative team, writing copy and ideating for a wide range of brand advertisements (organic and paid), campaigns, social media content, growth advertisements, activations, in-product messaging, emails, newsletters, influencer scripts, video scripts, SEO Google search, and more.
- Participated on the Creative and Social Media teams' film shoots in creating content ideas, script writing, set prepping, and any miscellaneous help needed while filming.
- Optimized my advanced knowledge of Lemonade's products and customer behavior from my prior role in Customer Experience to help develop project ideas and new customer/audience insights.
- Analyzed incoming creative briefs by considering the nature and medium of the given project, the target audience, key USP's, the deadline, and more in order to create the most successful final product possible.
- Regularly collaborated with fellow teammates including designers, senior writers, and creative directors, and cross-functionally with the Growth, Social Media, and Product teams on shared endeavors. Was always eager for feedback (positive and constructive) and opportunities to strengthen my craft.
- Utilized time management and multitasking abilities when handling multiple projects and assignments of varying natures at any given time.

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.
- Made use of strong problem-solving skills in trickier situations such as escalations, which often required compassion and fast-thinking.