

ANDY PARKER

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THE WRITE STUFF

- Customer obsessed
- Champion of big ideas and smart strategies
- Plays well with others
- Grammar geek, punctuation princess
- Eats deadlines for breakfast
- AP, Chicago Manual, I know style
- Microsoft Office, Google Docs, Adobe InDesign, Illustrator, Acrobat, Figma, and, of course, Asana

“As my manager, Andy was completely committed to my success and growth and consistently put my needs and interests ahead of her own.”

~Amanda Moorhead, Copywriter, Jackson

“When Andy takes on a project she turns it upside down and sideways, coming back with smart, persuasive copy that often out-thinks the creative brief. She’s an imaginative, conceptual collaborator and has a gift for simplifying complicated information for the masses. Plus, she does some hilarious cartoon voices.”

~DeAnna Hemmings, Director of Content, Pacific Life

DECENT COPYWRITER WITH LOTS OF EXPERIENCE

CURRENT DIGS

Lead Content Strategist, Growth Marketing

Hinge Health • November 2021 - present

What I do: I've been having a blast developing content strategies, writing copy, and testing all the things to improve member acquisitions, engagement, retention, and re-engagement.

How I'm doing:

- Developed three win-back email campaigns that generated \$6.5M+ in revenue in one quarter.
- Contributed to a 102% year-over-year increase in remarketing channel performance.
- Improved website conversion rate 10.6% for an additional \$10.65M in incremental revenue.
- Boosted client landing page conversions 8.1% for an additional \$10.7M in incremental revenue.
- Developed promotional assets for broad awareness that improved channel performance 83% year over year.
- Consistently earn average email open rates of 50% or higher.

PAST DIGS

Lead Copywriter

Asana • April 2017 - July 2021

What I did: I managed copywriting for brand advertising across OOH, tv, radio, print, and digital channels. And I busted my conversion copywriting chops testing and optimizing words for web pages, email, even UX.

How I did:

- Developed concept and copy for YouTube ad series that earned 20+ million views in six months.
- Developed email nurture series that boosted trial starts 33% and achieved a 50% open rate (15% > than average).
- Lifted website homepage conversions 20% and landing page conversions 35% through optimizations over three months.
- Improved trial starts 16% and generated \$270K in ARR with copy for product upsell prompt.
- Improved website chatbot engagement 75%, lifting conversions 7.9% and generating \$75K in ARR.

TALKIN' ABOUT MY EDUCATION

M.A., English, May 2000

University of Northern Colorado
Greeley, CO

B.A., Political Science, May 1993

Colorado State University
Ft. Collins, CO

Lead Copywriter

Snapfish • September 2015 - March 2017

I spent my days in the fishbowl managing copywriting to increase revenue via digital channels. Collaborated with folks across the organization to translate business objectives into compelling brand strategies. And I managed a team of copywriters.

Freelance/Contract Senior Copywriter

August 2011 - August 2015

Wrote lots of words for print, packaging, the web, email, paid social, and display. Companies include:

- Method and Ecover (home and personal care products)

- Shaklee (health and nutrition, beauty, home and personal care products)

- The University of San Francisco

- Jackson National Life Insurance Co. (retirement products, annuities)

Senior Copywriter

UserVoice • May 2012 - March 2013

Obsessed over words for case studies, email campaigns, blog posts, print and event promotions, even a few press releases. But mostly I worked with the head of UX to redesign and write copy for the UserVoice website.