

# Andrew Isolda

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## SUMMARY

Senior Copywriter and Content Designer with 6+ years of experience serving as a cross-functional messaging lead—owning campaigns, internal communications, and UX content across clients and markets. Skilled at building playbooks, templates, and content systems that drive consistency and adoption, and at simplifying complex work through close partnership with design, product, and legal stakeholders.

## EXPERIENCE

### Freelance Copywriter

Freelance

July 2018 – Present, Atlanta, GA

- Design and execute scalable content systems, including voice & tone guidelines, terminology, messaging frameworks, and information hierarchy for Coca-Cola, Kaiser Permanente, Visa, AT&T, and other national & multinational brands.
- Partner with product designers, strategists, external agencies, and legal stakeholders to translate complex requirements into clear user-facing language.
- Create content that prioritizes clarity, empathy, and compliance with legal and policy requirements.
- Facilitate stakeholder workshops and brainstorming sessions to align teams on strategy, structure, and messaging direction.

### Senior Copywriter

WITH

January 2025 – January 2026, Atlanta, GA

- Led content strategy and language design across digital products, platforms, and integrated experiences.
- Served as a primary messaging point of contact across stakeholders and projects, aligning campaign, channel, and communications to ensure consistency.
- Designed [attconnectedspaces.com](https://www.attconnectedspaces.com) end-to-end in Figma, defining **site architecture**, a scalable **15-page template system**, and a customer conversion funnel.
- Established Visa's 'Open & Transparent Communication' playbook (**7 modules**) to standardize internal communication across teams; paired with a **12-month** internal content calendar to build awareness and adoption.
- Evolved Coca-Cola Human Insights newsletter workflow to **cut revision rounds by ~50%** by improving intake prompts, modular structure, and approval routing.
- Presented strategy and rationale to cross-functional stakeholders; partnered closely with design, strategy, and legal to align on requirements and approvals.

### Copywriter

WITH

August 2021 – December 2024, Atlanta, GA

- Wrote and structured UI-adjacent content, product messaging, and digital experiences with a focus on usability, comprehension, and user trust.
- Codified a **6-phase** PM process for Coca-Cola NA Marketing and supported adoption with **6** quick-reference templates and **6** illustrated process maps to simplify execution at scale.
- Launched and authored Coca-Cola's Human Insights monthly newsletter, establishing the editorial format and content intake process (**12+ issues/year**).
- Pitched, wrote, and executed full run-of-show for Coca-Cola "Masters of Consumer Experience" experiential marketing event in **under 48 hours**.
- **Increased sign-ups by ~15%** for PG&E's Microgrid Incentive Program with a 2-part explainer video series that translated program requirements into clear, step-by-step guidance.
- Collaborated with designers and strategists to shape information hierarchy, navigation language, and content patterns across platforms; iterated on content through feedback, testing, and performance insights.

### Account Executive

Radancy

April 2021 – July 2021, Atlanta, GA

- Drove increased recruitment marketing performance for **5,000+ AT&T retail stores** across North America through coordinated, multi-channel campaign support.
- Reduced time-to-market for recruitment radio ads by **~2 weeks** by writing scripts directly and bypassing the creative queue.
- Managed cross-functional delivery across creative, strategy, and client teams—translating business requirements into clear direction and ensuring consistent messaging across digital and experiential executions.

### Account Executive

PureRED

August 2019 – March 2021, Atlanta, GA

- Led development and execution of weekly print circulars (**100+ issues/year**) for **Kroger and its 18 subsidiaries** across North America, managing timelines, workflows, and cross-functional production teams concurrently.
- Coordinated cross-functional teams and provided editorial feedback to maintain content and design accuracy, consistency, and brand alignment for all subsidiaries.

- Built and maintained production checklists and QA checkpoints to streamline handoffs between teams.
- Resolved last-minute changes and competing priorities by triaging requests and coordinating rapid revisions without disrupting weekly launch timelines.

## Post Production Coordinator

WUGA 91.7 FM

May 2016 – July 2018, Athens, GA

- Produced a 6-episode series of seasonal program *Music from High Cotton* by organizing VO/music assets and editing multi-source audio into finished programs.
- Mixed and mastered audio (leveling, track balancing, effects) to meet broadcast quality and station technical standards.
- Developed and maintained a repeatable post-production workflow to support consistent releases and reliable handoffs across contributors.

## Marketing Assistant

The University of Georgia Press

January 2017 – May 2017, Athens, GA

- Developed and implemented social media plans to integrate student-produced content with owned-channel publishing cadence.
- Created *Annotations*, the official podcast of The University of Georgia Press—owning concept, format, and launch.
- Designed podcast logo and produced the first episode, handling scripting/editing and end-to-end audio production.
- Provided tutorials and production support to contributors, improving audio quality and reducing friction in the recording/editing process.

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## EDUCATION

### Master of Arts in Journalism and Mass Communication

University of Georgia • Athens, GA • 2018

- Recipient of scholarship from Koonin Scholars Fund, April 2018.

### Bachelor of Arts in Advertising

University of Georgia • Athens, GA • 2017

- Graduated *magna cum laude*.
- Recipient of McClure Broadcasting Scholarship, April 2016.
- Recipient of G. Clisby Clarke Advertising Scholarship, April 2015.

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## SKILLS

Content Strategy, UX Writing & Messaging, Information Architecture, Content Design, Accessibility (WCAG), User Research & Testing, Content Audits, Content Governance (Standards/Playbooks), Editorial Strategy & Content Calendars, Internal Communications, Change Communications (Rollouts & Adoption), Campaign Messaging, Cross-Functional Stakeholder Management, Workshop Facilitation, Creative Briefing, Prototyping, Content Operations (Intake/Workflow/Approvals), Technical Writing, AP Style, Content Management Systems

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## HOBBIES

Bouldering, cycling, mosh pits at live shows, sampling sparkling waters from around the world, building/modifying electronics, and chasing high scores in *Tetris*.

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## TOOLS PROFICIENCY

Figma, WordPress, Google Analytics, GitHub, HTML, JavaScript (intermediate), Adobe CC, Generative AI, Google Suite, Microsoft Office, Logic Pro X, Pro Tools, Canva