

Andrew Isolda

SUMMARY

Senior Copywriter and Content Designer with 6+ years of experience using language to reduce friction, build trust, and guide users through digital experiences. Background in designing clear information architectures across platforms, with a strong ability to simplify complex information through collaboration with design, legal, and product partners.

EXPERIENCE

Copywriter & Content Designer

Freelance

July 2018 – Present, Atlanta, GA

- Design and execute scalable content systems including voice and tone guidelines, terminology, messaging frameworks, and information hierarchy.
- Partner with product designers, strategists, external agencies, and legal stakeholders to translate complex requirements into clear & intuitive user-facing language.
- Create content that prioritizes clarity, empathy, and compliance with legal and policy requirements.

Senior Copywriter/Content Designer

WITH

January 2025 – January 2026, Atlanta, GA

- Led content strategy and language design across digital products, platforms, and integrated experiences.
- Partnered with product designers, strategists, and legal stakeholders to translate complex requirements into clear & intuitive user-facing language.
- Defined and maintained voice, tone, terminology, and messaging frameworks to ensure consistency across touchpoints.
- Presented content strategy and rationale to cross-functional stakeholders.

Copywriter (Brand Strategy, Product Content, and UX Messaging)

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.
- Collaborated with designers and strategists to shape information hierarchy, navigation language, and content patterns across platforms.
- Translated technical, policy-driven, and brand requirements into approachable, human-centered language.
- Built and contributed to information architecture systems to support consistency across campaigns and products.
- Iterated on content through feedback, testing, and performance insights to improve clarity and effectiveness.

Account Executive

Radancy

April 2021 – July 2021, Atlanta, GA

- Managed cross-functional delivery of digital and experiential marketing initiatives, coordinating between creative, strategy, and client teams.
- Acted as a liaison between business requirements and creative execution, ensuring clarity, alignment, and on-time delivery.
- Supported content development for multi-channel experiences, including UI-adjacent and member-facing messaging.

Account Executive

PureRED

August 2019 – March 2021, Atlanta, GA

- Oversaw production of digital and retail advertising experiences for a national brand, managing workflows across creative and production teams.
 - Collaborated with designers and writers to ensure content consistency, clarity, and alignment with brand and business objectives.
 - Provided editorial feedback and content guidance to support cohesive, scalable messaging systems.
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EDUCATION

Master of Arts in Journalism and Mass Communication

University of Georgia • Athens, GA • 2018 • 3.91

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

Bachelor of Arts in Advertising

University of Georgia • Athens, GA • 2017 • 3.82

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

AP Style, Content Strategy, Information Architecture, User Testing, Accessibility, Content Planning, Human-centric Design, Cross-functional Collaboration, Creative Writing, Technical Writing, Content Auditing, Content Management Systems, Design Thinking, Prototyping.