Oh, hi! I’m Emma - aka a seasoned copywriter and content strategist, living in Chicago, Illinois - aka the windy city. I started out in the advertising world, working in agencies both big and small across America. Since going freelance, I’ve created brand tones and written content for a range of clients in the advertising, digital and real world. I’m also well versed in SEO, which is always exciting.

**So, why hire a copywriter?**

Because having a polished and consistent brand tone makes your company stand out from the rest. It makes your consumers not only relate to you – but believe in you. And in the content-heavy world we now live in, having well written words is what makes you a professional, believable and successful brand.

**So, why hire me?**

When you hire a copywriter, it’s important that they are able to write across a variety of tones – they need to be able to understand and write for your consumer, whoever they are. And I have. I’ve written for moms, biker dudes, tech specialists, etsy shoppers, frat bros, crafty ladies, boaters, glamor-gals, doctors and construction workers. I’ve also won awards doing it – if that’s your thing. Whether you’re looking for someone to write your brand copy or concept up a creative and cool ad campaign, I’ll make your words shine. More importantly, I will make them resonate with your consumer, whoever they are.

**TLDR:**

I’ll create an engaging brand tone that resonates with your audience, write it consistently across your platforms and then give you a high-five (if you want one).