

AMANDA FAYER

WASHINGTON, DC, 20002 | (917) 439-0975 | AMANDAERINFAYER@GMAIL.COM | WWW.AMANDA-FAYER.COM * | [LINKEDIN](#)

Brand-driven senior copywriter with 19 years of experience crafting cross-channel creative that inspires action and builds emotional connection. Proven ability to translate strategy into compelling storytelling for B2C and B2B audiences. Expert in campaign conceiving and copy testing to optimize performance, while fiercely protecting brand voice and creative consistency across every touchpoint. Exceptional at building strong relationships with other creatives and departments. Quick study and thoughtful team player with strong data insight, AI, and market intelligence acuity.

PROFESSIONAL EXPERIENCE

SENIOR COPYWRITER

January 2025 – June 2025

Bloomberg Industry Group | Arlington, VA | Hybrid

- Partnered with designers and creative leadership to develop brand narratives and headlines for integrated rollouts—ensuring alignment across digital, email, social, print, radio, and CTV channels.
- Served as lead copywriter for Bloomberg Tax's **"Change With Us" campaign**, achieving a 2.8% conversion rate on landing pages, a 21% increase in demo requests, and maintaining a \$285 CPL on Google Search.
- Worked closely with UX to refine content taxonomies, applying copywriting expertise to create user-friendly navigation labels, microcopy, and landing pages that balanced technical precision with approachability.
- Nominated as a Culture Champion within my first two months for making the work better—and more fun—while building genuine relationships with other creatives and departments
- Trained Go-To-Market team on AI marketing capabilities and how to utilize Jasper for enhanced positioning.
- Departed company for health reasons; eager to return to a similarly dynamic environment.

COPYWRITER & COMMUNICATIONS CONSULTANT

February 2023 – Present

Freelance | Washington, DC | Remote

- Developed high-performing copy for brands and small businesses (e-commerce, consumer goods, wellness, creative services, tech, finance, and pharma) including product storytelling, email journeys, and activations.
- Performed comprehensive competitor audits for marketing agencies, providing explicit copy edits and taxonomy recommendations for market positioning, ensuring content architecture supported UX and SEO.

ASSOCIATE DIRECTOR, PUBLIC RELATIONS

October 2022 – February 2023

Wachsman PR | Washington, DC | Remote

- Led content and media relations efforts—set tactics, directed research, and established messaging and market positioning—on behalf of Web3, blockchain, and emerging tech clients, leading multiple account teams of 4+.
- Leveraged NetBase Quid media insights and market intelligence to craft strategic content calendars.
- Departed firm due to mass corporate layoffs following the collapse of FTX and the crypto market in 2022.

SENIOR COPYWRITER

May 2021 – October 2022

K12, a Stride Company | Washington, DC | Remote

- Developed best-in-class copy across search, display, social, email, and broadcast, from concept to rollout.
- Drove A/B testing strategies for email subject lines, ad copy, and landing page messaging, optimizing for open rates, click-through rates, and conversion performance across multiple campaigns.
- Served as lead copywriter on the **"Take Charge" campaign**—which resulted in the year's highest performing ad creative—delivering 6,352 MQLs while maintaining a \$297 CPL.

SOCIAL MEDIA DIRECTOR

May 2019 – June 2020

Design Army | Washington, DC | Onsite → Remote

- Led social strategy and creative copy for lifestyle, fashion, real estate, and retail brands—developing campaign messaging that increased total client engagement by 600%.
- Partnered with art directors to translate brand aesthetics into compelling narratives for consumer campaigns.
- Oversaw the omnichannel copy strategy behind the **"Eyes Say More Than Words" campaign**.
- Grew Instagram impressions by 634% and net followers by 212% for leading manufacturer, [@NeenahPaper](#).

DIRECTOR OF MARKETING AND PUBLIC AFFAIRS

March 2018 – December 2018

CG/LA Infrastructure | Washington, DC | Onsite

- Led a team overseeing branding, marketing, and advertising tactics for the infrastructure think tank.
- Increased average email marketing CTR by 33.3% amid a previously inactive subscriber base of 66k+.

DIRECTOR OF MARKETING AND COMMUNICATIONS

November 2014 – June 2016

Verve | New York, NY | Onsite

- Oversaw budgets up to \$1.8M with an emphasis on digital marketing, partnerships, PR, and live events.
- Secured media placement in business and ad trades, contributing to a 37% increase in MQLs.
- Grew media presence by 85% y/y; monitored market for newsjacking and commentary opportunities.

SENIOR COMMUNICATIONS MANAGER

April 2014 – November 2014

Dun & Bradstreet via Hunt & Gather | New York, NY | Onsite

- Set the scope of work and deliverables for the first major rebrand in D&B (NYSE: DNB)'s 174-year history.
- Managed relationships with external agencies, serving as a conduit between them and D&B creatives.
- Supported D&B principals by prepping and staffing 36+ print, radio, and live broadcast interviews.

MARKETING AND COMMUNICATIONS MANAGER

September 2013 – April 2014

Samsung Open Innovation Center (now Samsung NEXT) | New York, NY | Onsite

- Supported investment, partnerships, M&A, and accelerator program teams, driving awareness of incubated software products to advance the recruitment of startups and entrepreneurs for Samsung partnerships.

ASSOCIATE DIRECTOR, CONTENT MARKETING

January 2013 – September 2013

NewsCred (now Welcome via Optimizely) | New York, NY | Onsite

- Launched core content distribution strategy to scale demand generation, sales enablement, and event marketing. Served as editor-in-chief of the agency's content marketing hub, building a network of 40+ freelance writers and analysts.
- Grew total email subscriber base by 21% in 4 months following implementation of our new drip campaign.

CHIEF OF STAFF, OFFICE OF THE CHIEF MARKETING OFFICER

August 2012 – January 2013

AOL | New York, NY | Onsite

- Cross-functional lead for 75-person global communications/marketing division of PR, consumer and brand marketing, social media, CSR, corporate events, and strategic partnership departments.

PRODUCT MARKETING MANAGER, HUFFPOST MEDIA GROUP

March 2011 – August 2012

AOL | New York, NY | Onsite

- Top performer on a 10-person team responsible for strategically building evidence-based ad campaigns (\$1.5M+) for Fortune 500 brand advertisers to run on HuffPost entertainment and lifestyle properties.

EXECUTIVE ASSISTANT, AOL MEDIA AND STUDIOS

May 2010 – March 2011

AOL | New York, NY | Onsite

- Led content development and communications planning for quarterly global company meetings, monthly All Hands, board presentations, M&A efforts, and speaking engagements on behalf of media chief.

EDUCATION**Master of Science (M.S.) — Journalism**

May 2012 – May 2014

Columbia University Graduate School of Journalism, New York, NY

Bachelor of Arts (B.A.) — Government

September 2003 – June 2007

Dartmouth College, Hanover, NH

SKILLS

A/B Testing & Optimization, Adobe Analytics, Adobe Workfront, AP Style, Asana, Basecamp, Buffer, Brand Voice Development, Campaign Concepting, Canva, Cision, Claude by Anthropic, Confluent, Contentful, Contensis, Contentstack, Creative Brief Development, Demand Generation, Drupal, Meta Ads Manager, Figma, Google Ads Manager, Hootsuite, HubSpot, Jasper.ai, JIRA, Magento, Mailchimp, Marketo, Microsoft Azure, Miro, Nielsen IQ, Omniture, Pardot, Salesforce, Salesforce Marketing Cloud, SEO, Semrush, Storyblok, WordPress, Yext.