

AMARE SYMONÉ

Senior Copywriter

Certifications

- 2019: Google Adwords
- 2019: Google Analytics
- 2021: HubSpot Content Marketing

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Amare Symoné is a copywriter and songwriter with extensive in-house & agency experience, who specializes in developing successful global campaigns through conceptualization, cultural strategy, and storytelling. With a proven track record of increasing website traffic, sales, and consumer engagement through multi-channel messaging, creative problem-solving, and cohesive brand storytelling.

Educational Career

Advertising Copywriter Certification
ONE SCHOOL U.S
via The One Club for Creativity

BA in Cultural Studies of Critical Theory
and Analysis
UNIVERSITY OF EAST LONDON

BA in Music Business Management &
Entrepreneurship
COLUMBIA COLLEGE CHICAGO

Skills & Softwares

Proofreading & Copyediting
Storytelling
Brand Messaging and Positioning
Community Management
A/B Testing and Data Analysis
UX Copywriting
Email Campaign Content Creation
Content Strategy Development
Creative Direction
Conceptualization
Cultural Strategy
Brand Storytelling
Content Research
Social Listening
Public Speaking & Presentation
Social Media Management
Website Building
SEO Optimization
UX Writing
Graphic Design
Multi-channel Strategy
Google Workspace
Adobe Creative Suite
Canva
Asana
JIRA
Hootsuite
Figma
Later
Monday
Dropbox
Sprout Social
Facebook Ads Manager
Microsoft 365
Slack

Work Experience

COPYWRITER

GOOGLE

JUL 2023 - JAN 2024

- Successfully pitched social-first campaigns for over 25 Google products and services (Search, Maps, Pixel, Project Guideline, etc.)
- Developed all creative copy assets of a social media campaign, resulting in a 35% increase in website traffic with a 15% increase in multi-channel social engagement
- Collaborated with design and product teams to craft engaging and effective creative assets for integrated campaigns, resulting in the participation of over 10 creative workstreams
- Conducted substantial market research and competitor analysis to inform creative direction for copy messaging, resulting in a 35% increase in brand awareness and customer engagement to Gen-Z audiences
- Managed multiple creative projects simultaneously and consistently met tight deadlines to exceed internal and external expectations
- Assisted Creative Leads with conceptualization, content research, insights, and copy deliverables for various creative assets such as presentation decks, social channels, and creative campaigns.
- Implemented feedback from stakeholders to ensure cohesive company-wide brand TOV and style guidelines
- Achievements: Crafted social copy for the #BlackOwnedFriday campaign featuring talents like Keke Palmer and Crystal Waters; Effectively pitched local businesses for global campaigns and collaborated with local non-profits to produce engaging content creation for targeted audiences

COPYWRITER

CONVERSE / NIKE

APR 2023 - JUL 2023

- Amplified Converse brand and TOV style guidelines throughout all user-facing messaging for email, SMS, and website pages; resulting in a 20% increase in user engagement
- Collaborated with UX designers and product managers to conceptualize user-facing assets for varying target audiences; resulting in a 15% increase in user engagement and a decrease in bounce rate by 8%
- Assisted Copywriter Leads in refreshing the Spring season brand and TOV copy guidelines in support of a multi-channel marketing strategy for over 100 products
- Consistently conducted user research, and usability testing to identify pain points in the user journey, leading to a 15% decrease in cart abandonment rates
- Delivered effective copy for site experiences and consumer journeys for global audiences across email, landing pages, notifications, on-site copy, creative campaigns, and social media channels.
- Presented creative assets cross-functionally for global performance marketing team weekly syncs
- Achievements: Created user-facing copy for global campaign partnerships featuring talents like Alexis Sablone, COMME des GARÇONS, and Tyler, The Creator's GOLF le FLEUR*.

COPYWRITER

Spotify

APR 2022 - APR 2023

- Collaborated cross-functionally with internal and external teams to develop over 350 creative assets for over 18 integrated campaigns (OOH, social, print, PR, web, SMS, and experiential)
- Tailored copy messaging for cohesive multi-channel storytelling using cultural strategy and inclusive marketing, resulting in a 25% increase in brand affinity and awareness to Gen-Z and Millennial audiences
- Utilized diverse linguistic skills to showcase speaking and writing proficiency in English and Spanish for the 2023 Spotify De Todo Latino Heritage Month campaign
- Generated a 45% increase in consumer conversation rates by crafting engaging copy through effective one-liners, social, web, in-app messaging, and OOH copy assets
- Developed and executed successful social-first content ideations for various B2C campaign assets, resulting in a 45% increase in social engagement and a 17% boost in consumer retention rates
- Conducted extensive research on target audiences for brand campaigns like Feelin' Myself, De Todo, R&B X, etc. to develop effective copy, resulting in a 25% increase across in-app engagement metrics
- Achievements: Developed multi-channel marketing copy for integrated campaign assets featuring talent like Lil' Kim, Coi Leray, BIA, Doechi, Jemele Hill, girl group FLO, Victoria Monét, Glorilla, Ice Spice, Flo Milli etc.

JR. COPYWRITER

dentsu-360i

FEB 2022 - APR 2022

- Collaborated with the design and production team to develop over 35 social and digital assets
- Amplified social-first creative ideations for OREO and Kroger in a cross-functional team setting
- Reframed cultural strategies throughout content assets to Gen-Z and Millennial audiences that generated a 15% increase in organic search traffic
- Assisted with content research, and cultural insights to develop on-trend creative assets
- Achievements: Conceptually brainstormed and pitched copy for OREO, Kroger, & Dionne Warwick