

NOAH BRUNSON

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work

GROWTH MARKETING COPYWRITER II

AMAZON MUSIC • Culver City, CA (Remote) | June 2023- Present

-Strategized effective copy within growth, mobile, digital, UX, email, industry, and audio ads projects.
-UX copy projects include Amazon Music's Year in Review, Summer Soundtrack, In-app Playlist Descriptions, Amazon Music Live placements, Amazon Music Unlimited Onboarding, and Amazon Music Merch Promotion. Other marketing, scripting, and acquisition projects include 2024 Spring Promotion Messaging, Amazon Music for Influencers, and Alexa Audio Ads.

COPYWRITER

3Q DEPT • Chicago, IL (Remote) | June 2022- April 2023

-Conceptualized global campaigns for a high-profile tech client
-Wrote 15s, 30s, and 60s scripts, UX/UI copy, external placement ads, storyboards, and technical copy for produced, net-new and stock concepts. Specialized in Gen-Z audiences for successful performance resulting in user sales, engagement, and user acquisition.

COPYWRITER

TACO BELL DESIGNS • Irvine, CA (Remote) | February 2021- June 2022

-Managed the creation of all forms of copy, including UX copy, Acquisition, Product Description, SEO, E-comm, along with social copy for channels on TikTok, Facebook, and Instagram.
-Developed a new brand identity for the re-launch of the Taco Bell app including net-new UX copy, messaging, manifesto, tone of voice, acquisition messaging, campaigns and more.

COPYWRITER

BEAUTYCOUNTER • Santa Monica, CA (Remote) | June 2021- August 2021

-Constructed UX, Website, E-commerce, Email, and In-App copy for Beautycounter's "LIVE @ Abbot Kinney" Instagram segments. Provided information about the showcased product and the guest.
-Created product names and product descriptions for new items and collection launches.

COPYWRITER

DUNCAN CHANNON • San Francisco, CA (Remote) | February 2021- March 2021

-Conducted research from peers and databases in order to produce radio, social, brand, and scripted content for the #VaccinateAll58 Campaign. Provided informational assets to help educate and inform.
-Contributed to a radio ad influencing listeners to learn more about the COVID-19 vaccine.

COPYWRITER

VENMO • Venice, CA (Remote) | June 2020-September 2020

-Strategized a marketing campaign to transform the next monetary phase of the Black Lives Matter movement through social, digital, and traditional strategies with the support of Venmo.
-Developed print, social, and product-focused strategies to help Black communities succeed based on Venmo's brand identity, functionality, and objectives.

education

University of Oregon (BA) at the School of Journalism & Communications (SOJC)

UX Writing Academy Completion (2022)

skills

UX/UI Copy | Brand Strategy | Content Strategy
Eyebrow, Splash and Banner Copy | Content Design
Collaboration | Digital Marketing (SEO, B2B, UGC)
E-Commerce | Social, Digital, UX Content
Product Strategy | Presentation | Scriptwriting
Project Management | Brand & Product Identity

software

AirTable | Apple | Asana | Basecamp | Figma |
Frame.io | Google Workspace | Instagram | Keynote |
Microsoft Office | Miro | Slack | ZenReach | SIM Intake
| Jira | Canva |

awards

Hudson Rogue & Greenhouse Futures Program (2020)

"New York Experience" Scholarship (2019)

NABJ Miami Conference Invite (2018)

Goldrich & Kest
Management Scholarship (2016)