

ISABEL GREENHALGH COPYWRITER

CONTACT

isabel13kerr@gmail.com
(571) 223 - 9505
www.isabelgreen.com

EDUCATION

VCU Brandcenter
2019 - 2021

M.S. Business/Branding
Track: Copywriting

James Madison University
2015 - 2019

B.A. Creative Advertising &
Writing/Rhetoric
Honors College
Summa cum laude

LATEST OBSESSIONS

Pickles
Public libraries
Weeding

EXPERIENCE

SmithGifford | Copywriter

2023 - Present

- Clients: Mattress Warehouse, RWJBarnabas Health, Sandy Spring Bank, Children's National Hospital

Yebo | Copywriter

2021 - 2023

- Concepted and produced 360-campaigns
- Strategized, wrote, and executed RFPs and pitches
- Developed internal branding and social channels
- Clients: Virginia Lottery, Cato Fashions, Lustre Fine Jewelry, Scott's Addition, Virginia Foundation for Healthy Youth

Freelance Copywriter

2020 - Present

- Create logos, branding, websites, and messaging for small businesses
- Write copy for websites, social, emails, campaigns
- Clients: Fortessa Tableware, Rigged for Sea, Institute for Contemporary Art, Beauregard & Co.

Fortessa Tableware | Copywriting Intern

2017 - 2020

- Wrote product copy, website descriptions, press releases, catalogs, packaging, messaging guides
- Designed collateral e.g. store signs, flyers, ads
- Wrote, designed, and coded email campaigns
- Wrote current company tagline