

# ISABEL GREENHALGH

## COPYWRITER

### EXPERIENCE

#### SmithGifford | Copywriter

2023 - Present

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

#### Freelance Copywriter

2020 - Present

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

#### 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

#### 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

### CONTACT

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### 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 OBSSESSIONS

- Baking
- Public libraries
- Heated blankets