Ali berger

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PORTFOLIOS:

<https://alibwrites.com/>

# Objective

Hi! I am a professional copywriter with over ten years of industry experience. From national TV campaigns to digital consumer marketing, my work spans the financial, pharma, retail and technology spectrum. I’ve worked with talented teams all over the globe on everything from B2B, B2C, and D2C campaigns that helped clients achieve higher conversion rates and an overall increase in brand awareness.

Click the link above to see my portfolios of successfully launched campaigns.

# Experience

**SEO Creative Copywriter. Finance.** 7/2023-Now

Client: Charles Schwab/ UBS Global Wealth Management

* Craft headlines, landing page copy, creative campaign management
* Executes target objectives based on creative briefs
* Effectively implements all feedback from legal and compliance following reviews
* Manages 9-10 projects successfully and owns all work from start to finish
* SEO optimizes all digital copy
* Works independently to be a brand ambassador, ensuring all copy is implementing best practices

**Senior Copywriter. Publicis Groupe.** 4/2022-5/2023

Client: Verizon

* Creates targeted copy based on client objectives for emails campaigns, direct mail and internal communications.
* Focuses primarily on acquisition channels for offer-based marketing objectives.
* Works effectively across acquisition, cross-sell, general market and creative exploratory campaigns, creating and owning projects from start to finish.
* Effectively presents all work to the client, leading strategic efforts and presenting compelling narratives.
* Effectively implements all feedback while meeting deadlines, incorporating multiple rounds of legal, client, strategy, and internal creative edits.
* Pushes the creative work where possible and presents multiple options to the client that showcase a range of strategies, while adhering to creative objectives outlined in the brief.
* Takes ownership over multiple projects simultaneously across team channels, balancing technical, creative and marketing copy.

**Copywriter, Creative Development. Dentsu Mcgarrybowen**.4/2021-4/2022

Client: American Express

* Conceptual Copywriter that plans, strategizes, and builds digital assets for target audiences.
* Develops content hierarchies, collaborating with creatives, account executives, strategists and UX design developers to support client-briefed objectives.
* Effectively targets B2B, B2C, D2C, acquisition and retention audiences, delivering copy that converts and scales over time.
* Creates internal playbooks, toolkits and messaging strategy for client marketing teams.
* Works across teams to deliver innovative collateral that builds brand awareness, converts to more opportunities and improves revenue for the business.
* Presents all work to clients and helps persuade key stakeholders on challenging ideas that have been proven to work.
* Helps support a productive, collaborative and fun environment to work in, challenging teammates to do their very best work.

**Senior Copywriter, Modernizing Medicine**. 8/2019-12/2021

* Responsible for all research and copy for general physicians, gastro, ophthalmology, gynecology, podiatry, urology, dermatology and orthopedics.
* Write and help execute original video scripts for healthcare technology solutions and software.
* Craft SEO blogs, edit, proofread and conduct interviews as necessary to create compelling content.
* Mentor junior copywriters on how to create pharma ads for HCP’s and enterprise physician practices.
* Create copy and implement all creative ideas for direct mail, drip campaigns, brochures, sell sheets, rep papers, websites and white papers.
* Create headlines that are FTC and legally compliant, maintain and implement rounds of feedback for multiple projects simultaneously.
* Provide FTC annotations and marketing claims, proofread all disclaimers and organize teams efforts in monthly content strategy reports.
* Lead the creative team on quarterly ad campaigns, creating digital campaigns for clients and the company.

**Office Depot, Corporate HQ. Creative Copywriter**. 5/2018 – 8/2019

Clients: Elle Décor, McDonald’s, Scholastic, Disney, Amazon

* Lead copywriter for Business Solutions Division and Exclusive Brand channels.
* Responsible for analyzing client briefs and creating copy-driven strategies to meet corporate objectives.
* Works independently and cross-functionally to create names, ideas, stories, short-form copy, headlines, social media content, web copy, SEO copy, retail signage, print and direct mail, long-form copy and sell sheets.
* Works collaboratively with designers and senior creatives to create compelling campaigns that help meet marketing objectives.
* Presents completed projects to all business owners and stakeholders.

**Amethyst Recovery Center. Content Director**-Consultant-2/2018-5/2018

* Conducted keyword research and optimized content to rank in Google.
* Created FTC and FDA compliant ads for healthcare providers and reps.
* Brainstormed and created monthly content calendars.
* Produced 45 SEO structured articles monthly.
* Managed other content writers and all Wordpress formatting, SEO structuring and publishing.
* Created documentation to support bloggers and content creators.
* Held weekly ideation meetings to discuss advertising and marketing objectives.

**Broward Arts Journalism Alliance. Senior Arts Journalist**. 5/2015-6/2019

* Selected by review panel to write about art events for Broward County.
* Interview artists, curators and administrators to craft original articles for web, print and social.
* Responsible for accurate research, writing, editing, and content development.
* Deliver well-crafted articles on assignment.

**Senior Copywriter**/**Associate Creative Director** 10/2009-6/2023

Clients: Charles Schwab, Aspire Health Network, GAP, Benefit Cosmetics, Meenes Wealth Management, American Express, Lynn University, TD Ameritrade Bank, Bank of America, Enterprise Physicians

* Works independently to create original campaigns for clients.
* Responsible for all research and marketing strategies to ensure client objectives are met.
* Writes persuasive copy that helps businesses succeed in brand development, resulting in higher conversions.
* Works with various organizations as a creative consultant, presenting advertising strategies to business owners and creating long-form copy to help improve ROI.
* Has written for clients: Blue Moon Outdoor Center, Lynn University, WiseTribe Organization, Aspire Health Network, Jeffrey Meenes Wealth Management, OFRA Cosmetics, Choose 954, Elle Décor, Scholastic, Disney, Benefit Cosmetics, GAP and many more.
* Writes fictional short stories for brands on assignment.

**American Heritage School. English Teacher.** 8/2015-8/2017

* Taught advanced writing curriculum to all 8th grade students.
* Certified secondary education English teacher.
* Developed original lesson plans tailored to intermediate and advanced learners.
* Practiced rigorous English course requirements as mandated by the highest standards per curriculum development.

# Education

**Florida Atlantic University, Boca Raton, Florida**

BA degree in English, graduated Cum Laude.8/2015

* Completed all education course requirements for secondary education grades 6-12.
* Graduated with BA degree in English with a concentration in British Literature.
* Inducted into Kappa Delta Pi for outstanding academic achievement in education.
* Inducted into Sigma Tau Delta-International Honors Society for English for outstanding academic achievement.
* Recipient of President’s List, Dean’s List, at Florida Atlantic University.
* Certified FCTE subject area for English Education.
* Certified Advanced Placement Secondary English Instructor