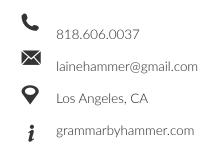
# LAINE HAMMER

CREATIVE & MARKETING COPYWRITER



## **EDUCATION**

COMMUNICATIONS FILM MINOR Seattle University 2011 - 2015

### SKILLS

Copyediting

Proofreading

Ad Copy

Blog Posts

Social Media

Email Marketing

Landing Pages

PDP Copy

Figma

Canva

Wix

Squarespace

GoogleSuite

Microsoft Office

Asana

Trello

Wrike

## PROFESSIONAL EXPERIENCE

### FREELANCE COPYWRITER

Los Angeles, CA | 2017 - Present

I've worked with various creative agencies and companies across several industries, from cannabis to eCommerce to entertainment:

Hello Design, Miller Advertising, TrevCo, Papa & Barkley, CannaCraft, WeWork, 101 Commerce, D. Ellen Miller Productions, Yumi, Public Market Goods, Tastemade, and Metiza Magazine.

- Brand voice & tone decks
- Website rebrands
- Email campaigns
- Product naming
- Landing pages
- PDPs
- Educational blog posts
- Proofreading all marketing materials
- Product launch campaigns
- Conducting interviews & publishing original articles
- Editing film scripts
- Loglines & synopses

## **PODCAST ASSISTANT**

Forever35 Podcast, Los Angeles, CA | 2018-2019

I attended all recordings and interviews and worked with the hosts to ensure the Forever35 operation ran smoothly.

- Corresponded with guests to set up interviews
- Wrote ad scripts
- Monthly ad invoicing
- Updated editorial calendar
- Prepped Trello boards and guest dossiers for interviews
- Created Canva templates for social
- Managed social media