

LAINE HAMMER

CREATIVE & MARKETING COPYWRITER



818.606.0037



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Los Angeles, CA



grammarbyhammer.com

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