

BRIAN SIMPSON
Brooklyn, NY
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EDUCATION

University of California, Berkeley

Berkeley, CA

Bachelors of Arts, Anthropology

- Minor in French Literature
 - Phi Beta Kappa Academic Honors
 - Writer for UCTV, Director of Campus-Based Comedy Group “Jericho”
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PROFESSIONAL EXPERIENCE

Freelance

Brooklyn, NY

Copywriter

Dec 2016–present

- Served as primary scriptwriter on videos for Guinness, Sesame Street, TNT, NYMag.com, and more
- Wrote copy for PAX premium vaporizer unboxing experience, including packaging and user manual
- Provided copy for hundreds of Facebook and Instagram ads for on-demand delivery startup Postmates
- Contributed product copy for IKEA Safer Homes app in partnership with design agency Fahrenheit 212
- Created email campaigns for hotel service Recharged; edited web copy for ridesharing startup Chariot

Shyp

San Francisco, CA

Senior Content Manager

May 2015–Dec 2016

- Led content strategy and copywriting for all channels, including email, web, social, ads, and in-app
- Defined and developed the brand through naming of new products, messaging for launches and partnerships, creating company voice guidelines, and providing art direction for photo shoots
- Grew user base through advertising (search, social, SEM/SEO) as well as optimizing email funnel, including building activation drip, running tests, reporting metrics, and rebuilding content
- Managed internal and external content contributors, maintained editorial calendar

Lyft

San Francisco, CA

Senior Writer

Feb 2014–May 2015

- Served as lead writer for driver-facing communications, including email, web, and product messaging
- Wrote and directed promotional videos for marketing, partnerships, and driver recruiting
- Built a web content hub to feature articles, videos, and a podcast for drivers; oversaw editorial calendar

Community Manager

July 2013–Feb 2014

- Wrote driver training handbook, web resources, and voiceover scripts for driver on-boarding videos
- Managed social media groups, wrote weekly email newsletters, and planned events across cities

TaskRabbit

San Francisco, CA

Education and Outreach Associate

April 2012–June 2013

- Managed email, blog, social media, and events for independent contractor community
 - Wrote and starred in comedic YouTube series to market features and promotions
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MORE ABOUT ME

- Avid musician, songwriter, and audio engineer responsible for co-managing studio in Brooklyn, NY
- Screenwriting enthusiast with experience reading for literary management agency Abbot Entertainment
- Former comedy writer and improviser with performances in Chicago, San Francisco, and Los Angeles