

## David Eardley

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davideardley.xyz

Passionate and versatile Copywriter with robust experience in marketing and branding writing, with deep expertise in beauty, design, fashion, and food industries both B2C and B2B. Skilled in crafting engaging, brand-aligned content that resonates with diverse audiences, from social media to product descriptions to editorial pieces. Known for delivering compelling presentations, managing projects efficiently, and consistently meeting strict deadlines. Proven ability to embody brand voice, interpret briefs, and collaborate effectively in large, cross-functional teams.

### Education

Masters - CUNY Hunter College, New York, NY

Bachelors - University of Florida, Gainesville, FL

### Recent Professional Experience

#### **Social Media and Email Copywriter (Freelance)**

Skillhaus - Creative Skill Exchange App and Platform, New York, NY (Remote) - 2023 to Present

- Led core strategy and copy for brand voice on social media for soon-to-launch Gen Z social app
- Developed original series and campaigns featuring young creatives, organically extending brand reach
- Built on core brand voice to increase volume of communication across email and social media

#### **Brand and Social Media Copywriter (Freelance)**

Gufram - Italian Radical Design, Milan, Italy (Remote) - 2022 to Present

- Led the creation of product copy and designer bios for Gufram's catalog, website, and social media during a significant rebranding, revitalizing the brand language to contemporary standards
- Acted as a vital team player, collaborating with the design team to integrate product headlines and descriptions seamlessly across digital and print media, fostering a cohesive brand image

#### **Editorial Ecommerce Writer (Freelance)**

Architectural Digest, WSJ, *office*, etc., New York, NY (Remote) - 2020 to Present

- Researched, wrote, and delivered high-quality, engaging feature articles on strict deadlines, ensuring alignment with the publication's style, tone, and audience for Arch Digest, Office Magazine, WSJ, The Strategist, and more
- Pitched captivating story ideas, conducted comprehensive interviews with relevant sources, and seamlessly incorporated insights to enrich the content quality

#### **Founder and Creative Director/Copywriter**

@pinkessay - Design Platform and Creative Studio, New York, NY (Remote) - 2019 to Present

- Established and creatively directed an object and furniture-focused digital platform and creative studio, growing its Instagram following to over 100k in 3 years
- Developed and executed brand partnership strategies, securing press coverage and partnerships with prominent brands.
- Led marketing copy across website, social media, and email channels for a range of projects and apparel products

#### **Brand Copywriter (Freelance)**

PRB - Contemporary and Vintage Design, West Palm Beach, FL (Remote) - 2023

- Led the creation of new brand-wide language to guide rebrand initiative for growing luxury furniture brand
- Crafted key brand vocabulary, ethos statements, and slogans for use across all brand communication

#### **Brand and UX Copywriter (Freelance)**

Reve/Révelation - Sustainable Jewelry, New York, NY (Remote) - 2022 to 2023

- Crafted new brand language for luxury fabricated diamond brand as part of total rebrand
- Worked nimbly with core company team to create brand book and high-priority B2B presentation for accelerated timeline
- Crafted youthful and relevant UX copy for website relaunch

#### **Brand SEO and Marketing Copywriter (Long-term Freelance Contract)**

Redoux - Scents and Skincare, New York, NY, USA (Remote) - 2021 to 2023

- Managed all copy needs for a New York-based beauty and skincare brand, crafting a consistent brand voice that was recognized with Architectural Digest and Independent Beauty awards
- Pioneered immersive marketing narratives that promoted artful relaxation, contributing to a 25% increase in engagement

#### **Branding and Marketing Copywriter (Agency Contract)**

Lokai - Accessories for Good, New York, NY (Remote) - 2022

- Managed the creation of branding and marketing copy for this popular accessories brand, adhering to pre-established brand standards and effectively embodying the brand voice
- Worked hand in hand with a cross-functional team, ensuring the seamless execution of copy and adapting to the specific requirements of a range of variable content

### Skills & Certifications

- Extensive and organic experience crafting relevant social media and marketing narratives for a range of audiences
- Diverse skills across branding/rebranding, ecommerce description, advertising, and SEO blog copy
- Deep experience across industries and team structures, from freelance to agency to in-house
- Fluent in developing compelling presentations based on research to support chosen strategies
- Deep explorative understanding of emerging AI technologies and their applications to copywriting
- Skilled in Google Suite, Canva, Figma/Adobe Suite, Asana/Notion, and more