



Heather Cowan

Creative Direction | Copywriting | Brand Development | Content Strategy | Marketing

Education

Southern Oregon University 2008 – 2011
Bachelor of Arts : Professional & Creative Writing

Experience

In-House & Agency Creative
Full-Time / Freelance 13 yrs

Work Herstory

Paramount Global | CBS
Los Angeles, CA | Hybrid



Associate Creative Director Copy, Brand
May 2022 – February 2024

Developed and refined **brand narratives** for CBS brand, network promotions, and sales, contributing to a **cohesive identity and voice**.

Developed **messaging guidelines** to speak to diverse audiences, gaining maximum reach and resonance on various platforms, including **social media, print, broadcast, and digital**.

Directed copy development for promotional materials, including **on-air and digital campaigns, AVOD platforms**, and more, achieving high viewer conversion and analytics growth.

Partnered with third party vendors and agencies, providing clear **creative direction and constructive feedback** to align final products with business needs and brand standards.

Set high-level direction for large cross-company campaigns which included **consumer products, marketing stunts, and events**.

Skills

Voice Development
Art Direction
Consumer Research
Market Research
Consumer Journey
Microsoft Office
Adobe Creative Suite
Atlassian Systems
Project Management
Budgeting



Orca Creative



Remote

Spearheaded the **development of comprehensive content strategies** for diverse clients, ranging from startups to Fortune 500 companies.

Created **high-impact executive presentations** by distilling complex concepts and company objectives into clear, persuasive, and compelling narratives for **C-suite clients**.

Crafted compelling narratives and messaging that resonated with client audiences, **optimizing content for increased customer engagement**.

Served as a **subject matter expert in content strategy**, sharing insights and best practices with colleagues to promote **continuous learning and growth** within the agency.

Delivered quality **work on time and within budget**, earning recognition for exceeding expectations and fostering **long-term client relationships**.

Freelance | Self-Employed



Remote

Specialized in **developing targeted marketing copy** for a range of clients from individuals to emerging and established brands.

Delivered over 500 projects, including **web content, digital campaigns, social media content, and print advertisements**, demonstrating proficiency across various forms of media.

Built and maintained **strong relationships with clients**, resulting in a 75% repeat business rate, by providing consistently high-quality content and **meeting tight deadlines**.

Senior Copywriter

August 2018 – May 2022

Skills

Client Pitches

Deck Building

Executive Comms

Remote Relationships

Content Strategy

Google Tools

Self Management

Project Billing

Agency Contracts

High-Level Copywriter

March 2018 – May 2022

Skills

SEO Strategy

Subject Matter Research

Self Pitching

Time Management

Project Billing

Various PM Platforms

Various CMS Platforms



Tommy Bahama

Seattle, WA | In-Office

Led copy development for **high-impact marketing campaigns**, consistently exceeding performance benchmarks and contributing to increased click-through rates and conversions.

Contributed as senior writer to print materials, including **catalogs, retail collateral, and product packaging**, ensuring brand consistency and creative excellence.

Played a key role in **evolving and refining the established brand voice** to stay relevant in a dynamic market and changing consumer base, conducting rigorous testing, market research, and cross-platform editorial style adjustments.

Crafted messaging that highlighted the unique selling points of over 800 product offerings, resulting in **increased product awareness and sales**.

Worked with executive leadership to streamline copy workflow and copywriting processes resulting in **enhanced efficiency and collaboration** within the marketing and creative teams.

Collaborated closely with various teams, including design, photography, marketing, merchandising, retail management, and product development, to **ensure seamless integration of copy into various campaigns, products and projects**.

Maintained **editorial style guides** and **brand voice guidelines** as creative direction evolved, ensuring all teams and content adhered to brand standards.

Senior Copy Editor

October 2016 – May 2018

Skills

Brand Voice

SEO Integration

Editorial Consistency

Workflow

Mentorship

Interviewing

Company CMS

Executive Partnerships

Brand Partnerships

Adobe Creative Suite

Microsoft Office



Paula's Choice Skincare

Seattle, WA | In-Office

Responsible for all marketing, sales, and internal copy requirements, crafting persuasive, informative, and brand-consistent content.

Worked with the senior leadership team to **forge a distinct and resonant brand voice** and align messaging with the brand vision and business objectives.

Developed a **company-first product and brand video strategy** boosting social media presence, product awareness and education, website traffic and industry competitiveness.

Worked closely with Sales executives to **develop print pieces and retail displays used for sales presentations**, resulting in company's first in-store presence at Nordstrom and on-air sales through QVC.

Managed the creative workflow for email marketing Campaigns, overseeing scheduling and review processes to ensure timely delivery of all assets.

Led several initiatives to bring brand content up to industry standards including **product naming, website product copy, product packaging, and retail presence**.

Utilized insights and market research to continually optimize copy, enhancing brand effectiveness in **driving customer engagement, conversion rates, and brand loyalty**.

Copywriter

April 2014 – October 2016

Skills

Brand Building

A/V Strategy

Sales Toolkit

Market Research

Consumer Research

Content Development

Product Research

Legal Standards

FDA Regulation

Product Packaging

Print Advertising Strategy

Adobe Creative Suite

Microsoft Office

Google Tools



Harry & David

Medford, OR | In-Office

Crafted copy for multichannel assets, including catalogs, retail materials, marketplaces, and social media.

Led website product copy efforts, formulating content strategy and implementation processes as well as developing an **SEO integration strategy** that resulted in meaningful organic site traffic and Google search rankings.

Contributed to a new **social media content strategy** and execution process that aligned with brand voice and visual identity and boosted click through rates to the website resulting in the **highest-grossing consumer entry point** for two holiday seasons.

Ensured a **cohesive and persuasive online presence** while contributing to the development of **seasonal campaigns**.

Elevated the quality of print assets by adhering to brand voice, content standards, brand guidelines, and editorial accuracy.

Assumed responsibility for **product naming of over 1,000 seasonal products**, collaborating closely with merchant, marketing, and SEO partners to **optimize discoverability and customer engagement**.

Developed and **managed brand content**, shaping the narrative and maintaining consistency across all brand-related communications.

Demonstrated **quantifiable contributions to the business**, with a direct impact on sales, customer engagement, and brand reputation through content development, optimization, and editorial precision.

Copywriter / Content Editor

April 2014 – October 2016

Skills

Catalog
Print Materials
Retail Assets
Packaging
Product Copy
Product Videos
Content Management
Proofreading
Copy Editing
Brand History
Branded Content
Product Naming
Social Media
Company CMS
Photography

Thank You!