

Craig Hewitt

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Senior Copywriter & Brand Ambassador

A creative marketing copywriter with years of brand marketing and content strategy experience, I create multi-channel campaigns that build brand awareness, enhance customer engagement and drive revenue growth.

Areas of Expertise

Brand Marketing
Cross-team Collaboration
Advertising / Creative Assets
Content Development
Multi-Channel Campaigns

Copywriting
Marketing Strategy
Customer Engagement
Team Leadership
Brand Awareness

Communications
AP Style
Project Management
Sales Support & Growth
Social Media Content

Experience & Achievements

CRAIGSCOPY.COM

Copywriter | Editor | Content Strategist

06/2023 – Present

Denton, TX

- Publishing a feature article in January 2025 issue of the travel magazine, *Maui No Ha Oi*; this recognition led to being offered a contract to provide copywriting and editorial services for Flagship Publishing, Inc.
- Selected to participate in advanced generalist program to train Generative AI models.
- Provide copywriting and copy-editing services.
- Conceive and implement integrated marketing campaigns to nurture prospects and engage customers.
- Research and analyze consumer trends to present on-brand, digital-first best practices.

MOUNTAIN VIEW PUBLISHERS

Editor-in-Chief

01/2015 – 06/2023

Broomfield, CO

- Championed digital innovation of product line by implementing integrated marketing campaigns, allowing us to redirect customers to websites and landing pages, set up benchmarks, and track user engagement.
- Pioneered customer loyalty programs and incentivized promotions that elevated customer retention rates by 25% and client engagement by 75%. Received ~10% response rate with over 30M positive testimonials.
- Spearheaded an unprecedented 400% increase in customers in two years by revamping the consumer buyer journey.
- Instituted improved customer transparency and proactive approaches, systemically decreasing cancellation rates by 20%.
- Drove strategic end-to-end planning and execution of two nationwide magazines, a bimonthly digital newsletter, and supporting ads, articles, emails, websites and other creative assets.
- Orchestrated content strategies across multiple channels with adaptation for different audiences and formats, creating brand and product content to attract, engage and convert prospects into loyal customers.
- Managed and mentored a team of designers, writers and editors to produce compelling content while effectively navigating multiple projects and deadlines simultaneously.
- Formed strong partnerships among cross-functional teams to identify areas for improvement and to ensure internal coordination and quality control.
- Collaborated with local businesses, marketing affiliates and third-party vendors to elevate client experience to new heights.
- Audited and edited all editorial and marketing content, ensuring pinpoint accuracy and consistency.
- Implemented a strategic marketing roadmap to align with customer personas, buyer journey, and growth needs.
- Measured analytics and activity to evaluate and dictate future marketing campaigns.

- Prepared a budget, project calendar and detailed reports.
- Contributed content for social media marketing efforts: Facebook, Instagram, Google, Pinterest.

RIVER GLEN MARKETING
Director of Marketing

10/2009 – 12/2014
 Westminster, CO

- Conceptualized and drove all aspects of nationwide B2C marketing strategy/branding and promotional programs for key clients in various industries, including subscriptions, health and wellness, and CPGs.
 - Originated package insert program which increased brand identity and customer engagement and grew additional revenue streams. Meticulously coordinated mailing of ~500M ads/month.
 - Authored and A/B tested ~100 sales/renewal letters. This generated ~100M subscribers, exceeding industry standards on response/conversion rates.
 - Expertly crafted and delivered ~3MM copies of established forms each year.
- Devised targeted campaigns comprised of direct mail, newsletters, catalogs, press releases, website, emails, package inserts and print/digital ads that substantially increased visibility and revenue.
 - Leveraged industry expertise and copywriting skills to create a strategic marketing roadmap, compelling communications, and consumer-friendly promotions and policies to improve customer engagement and retention.
 - Conducted comprehensive marketing research and analyzed consumer trends to promote current offers and enhance brand awareness.
 - Cultivated strong relationships with vendors and affiliates to ensure productivity; negotiated cost-effective pricing for printing and distribution of all creative assets.
 - Fostered strong cross-functional team relationships and partnered with internal stakeholders to efficiently execute projects and deliver impactful results.
 - Managed project calendar, marketing initiatives, and set benchmarks; streamlined efforts to drive efficiency, quality and results.

Education

Bachelor of Arts in English
 Arizona State University

Tempe, AZ

- Emphasis on creative and persuasive writing, sociolinguistics and AP style mastery
- Languages: **English** (native), **German** (proficient)

Community Affiliations

American Marketing Association | American Writers & Artists Institute | Arizona State University Alumni Association
 Denton County Homebrewers Guild | Southlake Focus Group | Autism Society of Texas

Awards & Accreditations

Winslow Behavioural Assessment | Certificate of Appreciation – Phoenix Police Department
 Certified Beer Judge (BJCP) | Editor’s Choice Award – National Library of Poetry | Dean’s List – Arizona State University

Technical Proficiencies

Adobe Acrobat Pro, InCopy | ChatGPT | Microsoft Word, Excel, PowerPoint, SharePoint, Teams, Visio | Trello | Wix