

Brigitte Najarian-Mier

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Experience

- CooperSurgical | *Freelance Copywriter* 2/2024-Present
- Creating engaging campaigns, emails, paid ads, and web pages surrounding fertility and women's health.
 - Communicating the brand voice between healthcare providers, clients, and donors.
 - Articulating highly sensitive and technical health material for a more humanizing user experience.
- Super.com | *Lead Copywriter* 8/2022-3/2024
- Managed copy and content strategy campaigns across all channels including UX, email, web, blog, and social.
 - Directed paid ads that performed 10x better than our benchmarks leading to 2.5M hotel bookings.
 - Strategized a compelling CRM campaign that generated \$20K in net revenue for our travel business.
 - Trained and edited freelancers, providing reviews and establishing quarterly goals for personal development.
 - Created a robust company-wide brand messaging library including a copy style guide and best-practice glossary.
 - Established the brand narrative and a unique identity that genuinely connected with members.
- Centr | *Freelance Copywriter* 5/2023-07/2023
- Assembled copy for the entire wellness ecosystem including the digital subscription model and web presence.
 - Provided product descriptions for in-store packaging and Amazon listings.
- DoorDash | *Contract Copywriter* 5/2022-7/2022
- Developed in-app announcements and messaging, push notifications, emails, radio scripts, direct mail, and more.
 - Concepted creative campaigns that tied into cultural moments to drive more orders and engagement.
- Los Angeles Clippers | *Freelance Copywriter* 3/2022-5/2022
- Produced copy for emails, landing pages, blog posts, game recaps, radio and TV scripts, and paid social ads.
 - Created a style guide for the overall tone and message of the brand.
- Walmart | *Contract Copywriter* 7/2021-6/2022
- Built digital copy across the technology, entertainment, video game, seasonal, and toy categories.
 - Ensured copy was consistent and accurate across banners, landing pages, emails, paid social ads, and push notifications.
- Fabletics | *Copywriter* 4/2019-7/2021
- Wrote for digital and retail stores including site, print, email, app, SEO, blog, membership model, and PDP.
 - Concepted multiple campaigns per month for ongoing collections, celeb partnerships, and exclusive Kate Hudson merch.
 - Acted as the lead writer for the Fabletics Fit workout app including UX, landing pages, and checkout pages.
 - Partnered with marketing, production, and design teams to develop creative strategy and evolve content.
 - Trained and edited freelance writers.
- Disney Parks & Resorts Digital | *Contract Copywriter* 7/2017-1/2019
- Wrote digital copy for e-commerce including web, apps, UX, mobile, social media, and more.
 - Brainstormed strategies and campaigns for pre-arrival Guests, new attractions, and the Made with Magic Ear Hat.