Heather M. Hoffman

Senior Copywriter | Creative Leader

Contact

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SUMMARY

I fell in love with the power of words as a child, and I'm still in love today. In my 15+ year career, I've written for numerous industries in nearly any platform or format you can imagine. I've mentored junior writers, led creative projects and earned impressive results.

Now, I'm ready to do the same for you. Let's use words to help your business grow.

SKILLS

- Long & short form writing
- Mentoring junior writers
- Creative strategy
- Messaging architecture
- Content direction
- Brand voice & positioning
- Persona development
- Omni-channel orchestration
- Client relationship building
- Cross-department collaboration
- SEO writing & optimization
- Crushing deadlines
- Unwavering determination

EDUCATION

BA, Communications

The Ohio State University

EXPERIENCE

Senior Copywriter | 2X *(formerly Intelligent Demand)* | 2024-Present

Achievements / Responsibilities:

- Shape brand and messaging strategy via research, personas, and positioning.
- Build brand messaging: voice, promise, values, tone, and more.
- Lead copy process and guide junior offshore writers.
- Deliver creative concepts and copy that grow awareness, lead quality, and performance.

Senior Copywriter (Contract) | Standard Deviation | 2023-2024

Achievements / Responsibilities:

- Wrote LinkedIn ads that outperformed industry benchmark by 45%.
- Scripted videos, long-form carousel ads, and case studies for awareness, conversion, and retention.

Senior Copywriter | Refine Labs | 2022-2023

Achievements / Responsibilities:

- Re-positioned SaaS brand, increasing win rate by 64% and cutting CAC by 67%.
- Wrote campaigns that increased pipeline velocity 161% and HIRO pipeline creation 84%.
- Collaborated with creative directors and designer to craft compelling campaign themes.

Digital Content Director & Senior Copywriter | SSDM | 2021-2022

Achievements / Responsibilities:

- Produced a kick a** website and brand tagline for EmPower HR (leading to 124% more leads and 121% more web traffic).
- Mastered the art of SEO writing that doesn't sound like it came from a robot.
- Mentored a team of 3 junior writers, a video intern, and a senior designer.

Senior Copywriter (Contract) | Hanson, Inc | 2020-2021

Achievements / Responsibilities:

- Wrote UX and landing page copy for multiple enterprise sites.
- Led copy for Dormakaba's Discovery Center interactive microsite, and unified brand voice across its newly acquired businesses.

Digital Content Manager | Toledo Library | 2014-2020

Achievements / Responsibilities:

- Proved libraries aren't boring as lead brand copywriter.
- Led copy across print, video, ads, emails, physical gear, and blogs.
- Drove 11M+ annual site visits with sharp strategy and copy.
- Achieved social engagement rate 7x the national average.
- Managed freelance writer and blog team of ~20 contributors.