



Heather M. Hoffman

Senior Copywriter | Digital Content 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 career, I've written for numerous industries in nearly any medium you can imagine. I've mentored junior writers, led creative projects and brought in impressive results. Now, I'm ready to do the same for you. Let's use words to help your business grow!

SKILLS

- B2B & B2C copywriting
- Brand positioning
- Persona refinement
- Campaign development
- Creative strategy
- Content Direction
- Long & short form writing
- Mentoring junior writers
- Client relationship building
- Content direction
- SEO writing & optimization
- Project management
- Crushing deadlines
- Unwavering determination

EDUCATION

BA, Communications
The Ohio State University

EXPERIENCE

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

Achievements / Responsibilities:

- Shape brand strategy through research, personas, and positioning
- Build brand messaging: voice, promise, values, tone, and more
- Lead copy process and guide junior and offshore writers.
- Write ad campaigns that boost 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:

- Repositioned SaaS brand, increasing win rate by 64% and cutting CAC by 67%.
- Wrote campaigns that shortened sales cycles 75% and boosted deal value 20%.

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.