



Based in Atlanta

don't be shy



lindseyson@gmail.com



lindseyson.com

i know things

Blogging
Campaigns
Content Creation
Content Management
Content Strategy
Copywriting
Email Marketing
OOH
Paid Media
Podcasts
Scriptwriting
Social Media
Squarespace

extra extra

Abercrombie & Fitch
Brand Image Committee 2020
Sounding Board 2020

**that time i proved to
dad i was not a fool**

The Ohio State University
Bachelor of Arts
Strategic Communication
Focus in Creative Writing
2010 to 2014

Lindsey Son

**SENIOR COPYWRITER
+ CONTENT DIRECTOR**

Freelance

Senior Copywriter + Content Director
January 2018 to Present

Collaborating with different brands across the country to elevate and re-energize their copy and content.

Nugget Comfort | Atlanta, Georgia

Director of Content
September 2022 to February 2023

Lead content strategy across owned (social, email, blog, site) while managing team of Social Media Manager and Senior Copywriter.

MeUndies | Los Angeles, California

Senior Copywriter
August 2020 to August 2022

Owned copy across all marketing. Managed Junior Copywriter and freelancers while assisting content direction for small and major campaigns. Created content and supported social strategy.

Hollister Co. & Gilly Hicks | New Albany, Ohio

Copy Manager
February 2018 to August 2020

Created content that evolved Hollister's brand. Assisted in managing copy for email, site, and social. Owned brand voice for Hollister's sub-brand, Gilly Hicks. Created viral TikTok account and personality, Tiny Jeans.

Holden Ellis | Columbus, Ohio

Content Marketing Specialist
December 2015 to December 2017

Managed accounts, digital content, paid advertising, and social. Wrote B2B and B2C copy for blogs, email, scripts, site, and social. Concepted videos and assisted shoots.

The Social Firm | Columbus, Ohio

Social Media Strategist
February 2015 to November 2015

Managed social accounts, content, and community. Wrote copy for blogs and social.