

Allison Epstein

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829 W. Lawrence Avenue, Apt. 1 Chicago, Illinois 60640

Experience

Movéo—Chicago, Illinois

Aug. 2017–Present

Senior Copywriter

- Writes marketing copy for B2B and healthcare clients, including email, print, web, PPC, radio, TV
- Concepts large-scale campaigns in collaboration with creative team, including major regional and multi-channel campaigns
- Leads creative pitches to internal stakeholders and clients, including senior and C-suite leadership
- Assists in copy editing and proofreading of marketing materials
- Assists in managing and mentoring copy team members

The Mx Group—Burr Ridge, Illinois

Oct. 2014–June 2017

Copywriter

- Wrote content for B2B client base, including web, thought leadership, email, branding
- Served as lead copywriter on The Mx Group's new business marketing team
- Collaborated with designers, developers, and clients to create marketing campaigns and assets
- Assisted in copy editing and proofreading against AP Style and client-specific brand standards
- Wrote content pieces nominated for 2016 B2 and Ace Awards

Adios Barbie—Remote

Feb. 2013–Aug. 2016

Editor

- Proofread, formatted, and published articles by freelance writers and interns
- Developmentally edited articles for style, accuracy, flow, and structure
- Wrote and published original articles on feminism and pop culture
- Hired, trained, and mentored three to five interns in six-month cycles
- Created, implemented, and updated in-house style guide

Education

Northwestern University—Evanston, Illinois

June 2017–Present

M.F.A.—Creative writing

- Pursuing MFA in fiction at Northwestern University (part-time)
- Expected graduation: December 2019

University of Michigan—Ann Arbor, Michigan

Sept. 2010–May 2014

B.A.—Creative writing, English, and French

- Graduated with highest distinction and highest honors
- Phi Beta Kappa

Additional

- Creative writing: represented by Dunham Literary, Inc. for forthcoming original fiction
- Style guides: AP, Chicago, client-specific
- Software: Microsoft Office, Adobe Acrobat, Adobe InDesign and InCOPY (basic), G Suite, Workamajig, Jira
- Social media: Facebook, Twitter, LinkedIn, Instagram, YouTube, WordPress, Sprout Social, TweetDeck
- Languages: French, English