

RACHEL HISAKO WRIGHT

175 Hancock St, Apt 4/ Brooklyn, NY 11216

hi@rachelhisakowright.com / 503.550.1239 / **Portfolio:** www.rachelhisakowright.com

R/GA, New York, NY, August 2015 - Present

Position: Senior copywriter

Roles: Creating work across digital products and campaigns—from concept to execution. Collaborating with experience and visual designers throughout design process and managing and mentoring junior writers. Project experience includes designing and creating content for digital products, chatbots, websites and integrated campaigns, as well as brand development.

Clients: Equinox, LEGO, Mailchimp, Carnival, Nike, Verizon, Johnson & Johnson, PwC, St. Ives, Sightworthy, Owners.com

SVA, New York, NY, September 2018 - Present

Position: Adjunct professor

Co-professor for Interaction Design and Communications class covering experience design and visual design with a focus on digital systems.

R.WRIGHT COPYWRITING, Portland, OR and New York, NY, August 2011-Present

Position: Self employed - Copywriter

Roles: Develop creative branding and communications solutions for agencies and brands, ranging from strategy and taglines, to web copy, editorial content, product copy and social.

Past and Current Clients (see below for project details): Area 17, Apple, Roxy, Italic Studio, Sincerely Truman, Sasquatch Advertising, Nau, Nike, Schoolhouse Electric, Triumph Motorcycles, Museum Tour, A.wordsmith PR, Riley Weiss, Xenium, Alpha Broadcasting, Greasebus

Xenium, Portland, OR, October 1, 2014 - Present

Writing and editing B2B content for social, email campaigns and web.

AREA 17, Brooklyn, NY, October 1, 2014 - May 22, 2015

Brands: Apple, Krrb

Roles: Worked onsite at Apple on music-related interactive project. Social media content and strategy for Krrb, an online classifieds product.

Italic Studio, Los Angeles, CA, June 2014 - August 2014

Brands: Reebok

Contributing writer to Rally, the second issue of Reebok's magalog for women. Wrote editorial features on key athletes and designers, product stories, headlines and taglines.

Sincerely Truman, Portland, OR, November 2013 - August 2014

Brands: OneLogin, UrbanIDM

Web content and content strategy for software and real estate brands.

Sasquatch Advertising, Portland, OR, 2013 - 2014

Brands: Burgerville, Shari's Restaurants

Campaigns, social media, point of purchase and packaging for fast food client.

Schoolhouse Electric, Portland, OR, 2013 - 2014

Wrote product copy for home and lifestyle products for Schoolhouse's e-commerce site. Illustrated value through product benefits and backstory.

Roxy, Huntington Beach, CA, 2011 - 2013

Seasonal campaign conceptualizing and brand development for Roxy Snow, Surf and Fitness divisions.

Campaign and brand development, print and social campaigns, product copy, direct mail and blogs.

Nau Clothing, Portland, OR, 2013 - 2014

Crafted product copy for Nau's men's and women's lines for 2013 fall/winter and 2014 spring/summer.

Nike, Portland, OR, 2013

Copyedited content for e-commerce site to clearly communicate consumer value in the Nike voice.

Riley Weiss Agency, Portland, OR, 2013

Copy editing and brand discovery session to inform brand and content strategy development.

Greasebus, Portland, OR, January-April 2012

Developed social media plan for Facebook and Twitter. Increased followers by 25% in four months.

SYMBIOTICS/RIVERBANK, Portland, OR, September 2008-July 2012

Position: Copy Editor and Writer

Responsibilities: Wrote and copy edited web content, print collateral, press releases and B2B collateral. Edited technical documents for clarity, style and simplified complex ideas for a general audience.

SAIEI INTERNATIONAL, Portland, OR, January 2008-August 2008

Position: English Teacher

Responsibilities: Taught children and adults conversational English, with a focus on cross-cultural communication.

OUTDOORS NW MAGAZINE, Portland, OR, June 2006-August 2006

Position: Editorial Intern

Responsibilities: Wrote and edited articles, news briefs, and event calendar for monthly magazine. Edited articles from contributing freelancers.

B.A. ENGLISH, ART MINOR, University of Oregon, Eugene, OR, 2005