



Elizabeth Baldwin

Passionate for people, their stories and finding the best way to tell them

Work Experience

MERGE

2025 - Present | Senior Copywriter

Key Clients: T-Mobile, Assurance Wireless, Alcon

- Lead copy for T-Mobile retail, transforming national brand campaigns into scalable storytelling across digital, video and in-store environments.
- Partner with clients and cross-functional teams to concept fast-turn, culturally relevant retail campaigns.
- Concepted and wrote BravoCon 2025 activation spanning in-store, OOH, rideshare and live event video content.

Publicis Sapient

2022 - 2025 | Copywriter, Digital & Events

- Shaped and evolved brand voice across paid, organic and emerging channels to maximize content performance.
- Led copy for major AI initiatives, securing executive approval and tripling website engagement.
- Wrote and executed top-performing brand newsletter, generating \$85.8M in marketing-influenced pipeline.
- Led careers site rebrand to align with new brand identity, boosting talent attraction and elevating candidate experiences.

Huron

2019 - 2022 | Copywriter, Healthcare

- Led paid campaigns cross-channel, managed \$225K ad budget and partnerships with 8+ trade publications.
- Owned monthly email strategy for 80K+ contacts.
- Wrote SEO-optimized long-form content, including case studies, web pages, and event landing pages.

2018 - 2019 | Sales Enablement Analyst

Pyar & Co.

2017 - 2018 | Online Content Manager

Education

Miami Univeristy

B.A., Strategic Communication

B.A., Professional Writing

Skills

Brand voice development
Creative conceptualization
SEO optimization
Email marketing strategy
Accessibility writing
Data-driven ad creation
AI-Powered content

Let's talk!

 www.elizabethiswritingthings.com

 elizabethbaldwin731@gmail.com

 linkedin.com/in/elizabethmbaldwin

 (614) 499-8623