

Amy Candela | Copywriter

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GOALS

Broaden my experience and knowledge in other industries and further my skills in advertising as a professional copywriter.

OVERVIEW

Seasoned online and retail copywriter with over ten years experience at an internal agency for a Fortune 500 consumer brand, and #2 e-Commerce site in the world.

EXPERIENCE

Senior Copywriter | Craft World Wide

7/16 – Present | Framingham, MA

Client: Staples

- Writes insightful and compelling copy for every facet of the Staples and Staples Business Advantage brands including email, direct mail, signage, rich media, landing pages, banners, social media, packaging and more
- Highly adaptable with the ability to flex the voice to speak to a variety of audiences, often under tight timelines
- Works closely with project managers, designers and marketing teams to create on-brand creative that drives results for the business and creates connections with customers
- Leads presentations with internal clients, demonstrating the team's creative approach to strategies, research and insights behind the concepts, and how each deliver on the objectives
- Delivers copy that goes above the ask, is on time and on strategy
- Helps to keep associates engaged and top talent retained as head of Agency Culture team
- Knowledgeable in Workfront and C+Tool suites

Freelance Copywriter | Scribe Space

4/15 – Present

- Creates content articles for a wide range of clients and industries including children's clothing, pest control, travel nursing and more, often under tight timelines

Senior Copywriter | Staples Agency

12/12 – 7/16 | Framingham, MA

Lead Copywriter | Staples Agency

10/11 – 12/12 | Framingham, MA

Copywriter | Staples Agency

2/10-10/11 | Framingham, MA

Associate Copywriter | Staples Agency

10/08-2/10 | Framingham, MA

EDUCATION, TRAINING | University of Massachusetts Dartmouth, May 2004

& INTERESTS

Bachelor of Art: English with a Writing/Communications Concentration

- Member of the Golden Key International Honor Society
- Chancellor's List: 3.94 GPA, 2000, Dean's List, 2001-2004
- University of Massachusetts Dartmouth Swimming and Diving Team 2000-2004, Captain 2002-2004

- Recipient of 2003-2004 ECAC Robbins Scholar-Athlete of the year award
- University of Massachusetts Dartmouth Swimming 5-time record holder and Hall of Fame inductee, 2009
- Special Olympics volunteer, 2004-Present
- Member of the Junior Development Committee, Special Olympics, 2013 - 2016