

Russell Schindler

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someofmyfinest.work

Copywriter **UNTUCKit**

February 2020 – Present
New York, New York

- Craft high-performing daily emails and trigger series
- Create seasonal landing pages
- Write product descriptions for each seasonal drop
- Execute print and digital ads
- Adapt brand messaging to fit current climate

Freelance Copywriter **Museum of Ice Cream**

November 2019 – February 2020
New York, New York

- Edited UX copy to optimize site functionality and ticketing flow
- Created brand style guide to focus tone and voice
- Organized and conceptualized social activations

Freelance Copywriter **The Farmer's Dog**

September 2019 – November 2019
New York, New York

- Crafted onboarding email campaign to increase retention rate
- Planned and wrote print ads, billboards, search and social ads

eCommerce Copywriter **West Elm**

November 2017 – September 2019
New York, New York

- Strategically composed daily emails reaching 2,000,000+ customers
- Maintained 17.5% average open rate, 0.05% conversion rate + \$1M average weekly revenue
- Managed subject line and copy testing, leveraging findings into content strategy
- Planned and executed UX copy for homepages and landing pages
- Strategized and wrote technical copy for product information pages

University of Michigan
Bachelor of Arts, 2017
GPA: 3.7; English 4.0

HTML/CSS, Javascript (a dash)
Adobe Creative Suite
Wordpress Guru

Bread baker, cheese stretcher,
gadget collector with misplaced
confidence in power tools.