

Pat Brien

Senior Copywriter

(347) 224-8766

<http://patbrienportfolio.com/>

@ patbrien9@gmail.com

New York, NY 10023



EXPERIENCE

Senior Copywriter - Deputy Editor

Ladders, Inc.

09/2018 - 01/2023 New York, New York

Leading Job Search Company for \$100K+ Professionals

- Achieved record OR: 34.48% and CTR: 5.53% for daily newsletter article.
- Increased overall marketing email ORs by an average of 9.2%.
- Maximized short copy/CTAs to see a click-through increase of 8.5%.
- Invited to copy-edit new editions of 2 bestselling Amazon career guides.
- Produced SEO web page copy, UX-copy and blog articles for B2B/B2C.
- Delivered 100% subject lines, emails, Google Ads, meta-titles.
- Generated meta-titles and meta-descriptions across all digital pages.
- Created 73, 2-page example resume templates across 10 industries.
- Expanded job specialties pages by writing 103, 100-word introductions.
- Wrote and edited all advice paragraphs for 'Resume Review' feature.
- Ghost-writing and editing at CEO-level for various content.
- Guided and created thought-leadership content at CEO-level in PR drives.

Senior Copywriter

Lovingly, LLC

03/2017 - 09/2018 Fishkill, New York

Marketing and Website Creation for Florists

- Produced copy/tone, UX-copy for company rebrand across B2B/B2C.
- Generated 15 success stories based on taped interviews with clients.
- Increased ORs for major email campaign by 15% over previous effort.
- Optimized copy for SEO across website, landing pages and meta-titles.
- Created 7 long form (2000+ words) B2C wedding blogs in 2 weeks.
- Delivered 25 B2B blogs on a variety of tech-related and industry subjects.
- Developed and wrote a style guide to ensure rebrand consistency.
- Wrote press releases and CEO quotes for immediate release.
- Mentored and encouraged junior copywriters.

Lead Writer/Editor

Bamboo Solutions

10/2015 - 11/2016 Reston, Virginia

SharePoint Web Parts and Applications Provider

- Created a 37-page product catalog covering 50+ products in 1 month.
- Produced eBooks, web pages, emails, ads and press releases.
- Increased direct marketing conversions by 12% over 12-month period.
- Delivered 4 promotional blogs per week and copy-edited 10+ per week.
- Optimized all social media content through pre-publication proof-reading.
- Ghost-wrote emails and other communications on behalf of CEO.

Senior Copywriter

The Emerge Group/Aylesworth Fleming

06/2011 - 05/2013 Dorset, United Kingdom

Advertising and Marketing Agency

- Achieved a 100% positive turnaround in client satisfaction feedback.
- Delivered a smooth flow of print and digital copy across departments.
- Created print, radio and digital ads for major UK housing developers.
- Contributed to client meetings, brainstorming and strategy initiatives.
- Interviewed and hired junior copywriters; oversaw and mentored.
- Beat strict deadlines for numerous newspaper ads on a daily basis.

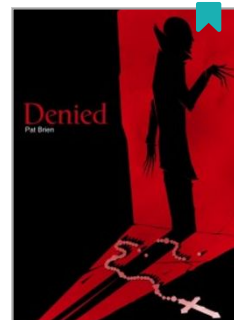
SUMMARY

Accomplished senior copywriter with 15 years' experience - agency and in-house.

Advertising career began in Paris, France, with Ogilvy in 2007. Used a broad writing range for major international clients including IBM, Lenovo, Nestlé and Louis Vuitton.

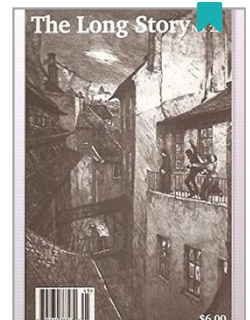
Began having articles published in the early 90s in the UK.

PUBLICATIONS



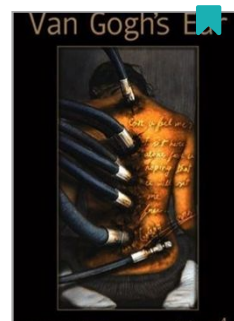
Denied - Novel

Pat Brien



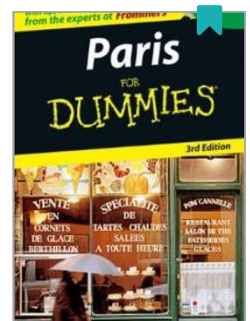
R. P. Burnham's The Long Story - No. 22

Pat Brien
(contributor)



Van Gogh's Ear, Poetry Journal - Volume 4

Pat Brien
(contributor)



Paris For Dummies, 3rd edition: Paris in a Day

Pat Brien
(contributor)

IN COMPETITION



American Zoetrope Semi-Finalist

Screenplay, Running Dry earned a position in the semi-finals of Francis Ford Coppola's 1st Annual American Zoetrope contest.

EXPERIENCE

Copywriter

OgilvyOne Worldwide

📅 08/2007 - 03/2011 📍 Paris, France

International Advertising, Marketing and Public Relations Agency

- Created 360-degree marketing concepts and copy, including video.
- Achieved approvals from IBM, Lenovo, Duracell, Nestlé and Louis Vuitton.
- Innovated a successful multi-copy/concept approach for key clients.
- Expanded role after successful venture into health and wellness areas.

Senior Correspondent

Bonjour Paris

📅 02/2004 - 02/2005 📍 Paris, France

Digital Magazine Aimed at Francophiles

- Wrote 2 long-form articles per month on related subjects of my choosing.
- Highlighted Parisian cultural events to US readers.
- Diplomatically balanced various political viewpoints where needed.
- Attended and reported on premieres, book-signings and film festivals.

EDUCATION

Bachelor's Degree - Cultural Studies

University of Sheffield

CertTESOL

Trinity College, London

CONNECT



My Portfolio

<http://patbrienportfolio.com/>



LinkedIn

<https://www.linkedin.com/in/pat-brien/>

STRENGTHS



International Experience

A lifetime love of American culture, combined with my British upbringing and 10 years spent living in Paris, France, has given me a strong understanding of concepts, copy, and nuances across an international spectrum.



Writing Range/TOV

Covers everything from casual brand voice, to satire and humor. This includes (SEO and UX optimized) long/short copy in a wide variety of formats and disciplines, including scripts.



Skills

UX-copy | A/B testing | Scriptwriting | TOV | Video/Social Media/Google Ads Click-through Rates | Open Rates | Short Copy/Long Copy | SEO | Marketing Campaigns | Leading Teams | 360 degree Concepting | Research | WordPress Basic HTML | Microsoft Office Suite | Jira | Slack | Basecamp | Trello | Zendesk