

# Patrick Brien

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Senior writer and editor across advertising, campaign ideating, and content strategy, agency and in-house. Successful creation of concepts and copy serving multiple brands and industries.

## EXPERIENCE

### **Marketing Copywriter** - *New York Municipal Credit Union, New York, NY (Hybrid)*

August 2023 - Present

- Producing blog and social media calendars based on products and events.
- Reviewing brand TOV based on changes in demographics and reach.
- Creating blog posts, emails and SM campaigns in line with new TOV.
- Recommending new workflow strategies as we plan move to HubSpot.
- Delivering multi-channel digital and print copy across events and awards.
- Conducting comprehensive website review and new landing page copy.

### **Senior Copywriter - Deputy Editor** - *Ladders, Inc., New York, NY (Remote)*

September 2018 - January 2023

- 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%.
- Contributed line editing to 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.
- Created 73 unique 2-page resume templates across 10 industries.
- Ghost-wrote and edited at CEO-level, including interview responses (PR).

### **Senior Copywriter** - *Lovingly, LLC, Fishkill, NY (On-Site)*

March 2017 - September 2018

- Produced copy/ tone, UX, 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 articles in 2 weeks.
- 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, Reston, Virginia*

October 2015 - November 2016

- 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 blog posts per week and proof-edited 10+ per week.
- Optimized all social media content through pre-publication proof-edits.
- Ghost-wrote emails and other communications on behalf of CEO.

**Senior Copywriter** - *Aylesworth Fleming, Dorset, United Kingdom*

June 2011 - May 2013

- Achieved a complete turnaround in client satisfaction ratings.
- 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.

**Copywriter** - *Ogilvy, Paris, France*

August 2007 - March 2011

- Created 360 marketing concepts and copy, including video.
- Achieved IBM approval for multi-concept campaign created single-handedly.
- Innovated multi-copy/concept approach for key clients including IBM and Duracell.
- Expanded role after successful venture into health and wellness with Ogilvy Health.

**Senior Correspondent** - *Bonjour Paris, Paris, France*

February 2004 - February 2005

- 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.

**EDUCATION**

Bachelor's Degree – Cultural Studies - *University of Sheffield, Sheffield, United Kingdom*

CertTESOL - *Trinity College, London, UK*

**PROFESSIONAL SKILLS**

A/B testing | UX-copy | 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 | ChatGPT | AI | Google Analytics | Hubspot