

# HELEN K. K. COBB

## COPYWRITER

### CONTACT

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### EDUCATION

University of Georgia  
BA English & Spanish  
Major GPA 3.8

### ABOUT

I'm a copywriter and  
content strategist who  
creates successful  
multifaceted campaigns for  
all types of brands.

### ALSO

Fluent in Spanish

Completed eight triathlons,  
including three Ironman  
70.3 distances and five  
Olympic distances

One of those "food people"

www.helencobb.com

### EXPERIENCE

#### Self-Employed, 2012 to present *Freelance Copywriter & Editor*

- Brands: InterContinental Hotels, NewYork-Presbyterian Hospital, Splunk, Center for Disease Control
- Content strategy, ideating, headlines, long-form copy, blogs, social media, editing, case studies and more

#### MRM//McCann, New York, NY, 2015 to 2016 *Copywriter*

- Brands: Verizon, U.S. Army, Zurich
- If it's digital, I did it; if not, there's a chance I did. Includes radio, emails, banners, sites, video, social

#### 22squared, Atlanta, GA, 2013 to 2014 *Copywriter*

- Brands: Publix Supermarkets, Baskin-Robbins, Dunkin Donuts
- Created copy for large-scale website migration, wrote concepts and copy for emails and banners

#### Studiocom, Atlanta, GA, 2012 to 2013 *Copywriter*

- Brands: Xerox, Viva, Barilla, Kleenex, Regal Entertainment Group, Olive Garden
- Imagined and implemented engagement-driving social campaigns for clients
- Created pitch decks that won new business
- Wrote for digital and traditional channels including email, sites, social, games, mobile apps and posters

#### Artagrafik, Atlanta, GA, 2010 to 2012 *Senior Content Strategist*

- Created and managed successful social media strategies for clients
- Performed SEO resulting in #1 position for clients
- Designed user experience and wrote content for five websites

#### NPR: Earth Eats, Bloomington, IN, 2010 to 2012 *Blog Contributor*

- Wrote column with recipes, photographs, and news about healthy, plant-based meals

#### AT&T Advertising and Publishing, Atlanta, GA, 2005 to 2010 *Creative Writer and SEO Specialist*

- Wrote copy and content resulting in 100% of promised traffic to advertisers' sites
- Authored AT&T SEO Best Practices, developed SEO Training & Mentorship Program for creatives
- Served as liaison between Google and AT&T, promoting relationships and keeping up on SEO trends