



An accomplished, versatile copywriter with well over a decade's experience in web, content, digital, video, integrated campaigns, and out-of-left-field creative challenges. Known for absorbing and adapting brand voice quickly, tackling complex subjects with ease, and delivering effective, compelling messaging. Skilled in both strategic ideation and high-volume execution.

## **Work experience**

### **Freelance Senior Copywriter**

*Caperton Gillett Creative, January 2010-present*

- Partner with agency, in-house, and independent clients to deliver exceptional creative on deadline.
- Provide flexible support, supplementing creative teams, filling skill gaps, and managing overflow work.
- Produce web copy, print ads, content strategy, video scripts, collateral, and more.
- Authored an eBook on AI in marketing with 200+ downloads.
- Comfortable writing in industries ranging from infertility to construction to high-asset banking to pharma and more.
- Grandclients include Google, BBVA, Valvoline, and other Fortune 500 brands.

### **Copywriting Manager**

*RxBenefits, February 2022-March 2024*

- Led a small but mighty copywriting team in a B2B environment.
- Maintained consistent brand voice across a 40+ person marketing department.
- Managed campaigns end-to-end, from concept through execution.
- Facilitated biweekly creative sessions for 10+ team members to keep the group energized.
- Rewrote a B2B website for a C audience, garnering 700+ visits in the first 3 months.

### **Senior Creative Copywriter**

*RxBenefits, March 2021-February 2022*

- Created diverse content from video and email campaigns to web copy and infographics.
- Updated email strategy, increasing open rates by 7.5% and CTR by 23.0%.
- Became a go-to ghostwriter for the Clinical team by translating technical topics into accessible content.



## Senior Copywriter

*o2ideas, July 2013-July 2016*

- Produced award-winning work for Verizon, Honda Manufacturing, BBVA, Buffalo Rock, and more.
- Developed and launched a churn-reduction internal campaign with results strong enough to drive a 4-state expansion.
- Created a 100th anniversary campaign for a regional soda brand that earned Best-in-Show ADDY honors.

## Senior Copywriter

*The University of Alabama at Birmingham, July 2006-June 2013*

- Delivered creative for print, broadcast, recruitment, and university-wide communications.
- Overhauled two full student recruitment campaigns in-house, saving \$25K in consulting fees.
- Managed two university magazines and contributed to several others.
- Once referred to as "the Voice of the University" by someone I think was being serious.

## Skills

Copywriting (marketing, content, video, SEO, advertising, social media), brand voice development and strategic messaging, concepting and campaign ideation, healthcare and technical subject matter fluency, AI writing and editing (ChatGPT, Jasper, Gemini), Adobe Creative Cloud, Canva, WordPress, collaboration tools (Slack, Google Workspace, Microsoft Teams, Asana)

## Professional organizations

AAF Birmingham  
Alabama Media Professionals  
Birmingham AI

## Education

Bachelor of Arts, Journalism (*cum laude*), Advertising concentration  
University of Georgia, Athens, GA

*See portfolio at [capertongillett.com/the-work](http://capertongillett.com/the-work)*

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