

# Layne Crawford

## Copywriter/Media Professional

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[Website/Portfolio](#)

[LinkedIn](#)

## ABOUT ME

I'm a multitasking multitasker originally from New England who has been a bit of a globetrotter. Media and pop culture have been more than a passion, but rather a lifestyle for me since I received a Talkboy for Christmas in 1992 when I started to record my own radio shows. I have been a musician for over 25 years and once had dreams of becoming a VJ for MTV (Back when MTV played music videos). I have a background in comedy which includes writing screenplays, stand-up routines, and blog posts about why the red M&M is creepy looking. I have been writing professionally since 2009 and since then have worked for a wide range of brands and online magazines. Writing is my forte, but I also have experience in media production, public relations, talent management, and event organizing.

**SKILLS:** *Copywriting (short form, long-form, taglines, brand books, social media etc.), brand development, copy editing, whipping up a mean guacamole, screenwriting, film production, playing acoustic versions of '90s hip hop songs, social media management, podcast production, event planning, building Ikea furniture, data entry, building LEGO kits, community organizing, and fashion consulting.*

## EDUCATION

### **Drexel University - M.S./MBA Candidate in Television Management**

Philadelphia, PA

### **The University of the Arts - B.S. in Communications, Concentrations in Advertising and Screenwriting**

Philadelphia, PA

### **Arcadia University- Video Communications Major and Communications Department T.A.**

Glenside, PA

## PROFESSIONAL EXPERIENCE

### **10Pearls Studio (Likeable)-Senior Copywriter**

January 2022- Present; New York, NY

- ❑ Lead Social Copywriter and Senior Creative for a variety of clients including Hannaford, Aspen Dental, Wet Ones, Stacker2, European Wax Center, Roscato, Caterpillar.
- ❑ Created the mascot, [Lil' Stacky](#) for Stacker2's new line of energy gummies.
- ❑ Develops quarterly and monthly creative campaigns and directly pitches to clients.
- ❑ Directly manages and mentors the department's Junior Copywriters.

- ❑ Won an agency-wide award for Most Passionate (2023)

### **LegalEase Marketing-Director of Words/Creative Director**

October 2020- January 2022; Orlando, FL

- ❑ Creative lead and lead copywriter for ALL branding projects.
- ❑ Provided copy and marketing strategies for law firms and legal professionals in the US and Canada.
- ❑ Helped direct the vision of the agency and has been a key part in growing the agency from two clients to several dozen clients in the US and Canada.

### **321 The Agency-Senior Copywriter**

July 2019- October 2020; Orlando, FL

- ❑ Provided copy for a wide range of clients in the health care sector, wine and spirits industry, hospitality, finance, and fashion industries.
- ❑ Developed the brand voice for Hooten Young from the ground up.
- ❑ Lead pitches of concepts to clients.

### **Writing and Marketing Gun for Hire a.k.a. Freelancer**

2009 - Present

- ❑ **Web Copywriter/Brand Voice Creator** for Vice/Virtue Worldwide. Client: Procter & Gamble, NOU (2021-2022)
- ❑ **Content Developer** for LegalEase Marketing (2020-2020; became full-time)
- ❑ **Featured Blogger, Stylist** for Tomboy Toes (2017-2019)
- ❑ **Food and Entertainment Writer** for Mashed and Grunge (2017)
- ❑ **Trending Writer** for UPROXX (2016)
- ❑ **Senior Copywriter and Social Media Coordinator for uBreakiFix.** Curated the “Your Big Break” ad campaign which appeared in The Wall Street Journal and franchising magazines, provided copy for an entire brand revamp. Produced the brand’s most successful YouTube video, provided voiceover talent, wrote tongue-in-cheek blog entries about the tech industry, and was brought on to bring an “edge” to the brand. (2015)
- ❑ **Copywriter and Branding Expert for The Proof Agency.** Provided copywriting and branding services for a cutting-edge boutique ad agency that focused on the wine and spirits industry and legal cannabis brands. Clients included: The Big O, Marble Distilling Co., and French Lick Winery. (2013-2015)
- ❑ **Blogger for The Impulsive Buy, COED Magazine, Demand Media** (2009-2011)
- ❑ **Copywriter Intern Quaker City Mercantile and Stratus Interactive.** Provided short copy for Lilly Pulitzer and Sailor Jerry (QCM) and planned a viral marketing campaign to increase enrollment at UArts (Stratus). (2009-2010)