

# Layne Crawford

## Copywriter & Media Professional

☎ (603) 978-8449 | ✉ [klayne1987@gmail.com](mailto:klayne1987@gmail.com)

🌐 [Website/Portfolio](#) | [LinkedIn](#)

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## ABOUT ME

I'm a versatile and creative media professional with a passion for storytelling, spanning over 15 years. With a background in comedy, screenwriting, and a love for pop culture, I've crafted compelling content for a wide range of brands and industries. I bring a unique blend of creativity, strategic thinking, and a knack for engaging audiences through memorable copy and innovative campaigns.

## CORE SKILLS

- **Copywriting:** Short-form, long-form, taglines, brand books, social media
- **Brand Development:** Creating and evolving brand voices
- **Creative Campaigns:** Concept development, pitching, execution
- **Media Production:** Screenwriting, film production, podcast production
- **Public Relations:** Talent management, event organizing
- **Social Media:** Strategy, management, content creation
- **Additional Talents:** Data entry, IKEA furniture building, LEGO kit assembly, fashion consulting

## EDUCATION

### **M.S./MBA Candidate in Television Management**

*Drexel University, Philadelphia, PA*

### **B.S. in Communications, Concentrations in Advertising and Screenwriting**

*The University of the Arts, Philadelphia, PA*

### **Video Communications Major & Communications Department T.A.**

*Arcadia University, Glenside, PA*

## PROFESSIONAL EXPERIENCE

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

*January 2022 - Present | New York, NY*

- Lead social copywriter and senior creative for clients including Hannaford, Aspen Dental, Wet Ones, European Wax Center, and more.
- Created the mascot "[Lil' Stacky](#)" for Stacker2's energy gummies.
- Develops quarterly and monthly creative campaigns, directly pitching to clients.
- Mentored junior copywriters, leading to improved team performance.
- Awarded "Most Passionate" in 2023.

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

*October 2020 - January 2022 | Orlando, FL*

- Led all branding and copywriting projects, driving agency growth from two to dozens of clients across the U.S. and Canada.
- Shaped the agency's creative vision and strategy, ensuring consistent brand messaging for law firms and legal professionals.

### **321 The Agency | Senior Copywriter**

*July 2019 - October 2020 | Orlando, FL*

- Crafted copy for clients in healthcare, hospitality, finance, fashion, and more.
- Established the brand voice for [Hooten Young](#) from inception.
- Successfully pitched creative concepts to clients, leading to high client satisfaction.

### **Freelance Copywriter & Marketing Consultant**

*2009 - Present*

- Developed web copy and brand voice for Vice/Virtue Worldwide (Client: Procter & Gamble, [NOU](#)).
- Created engaging content for LegalEase Marketing, leading to a full-time position.
- Contributed to well-known online publications like UPROXX, Mashed, and Grunge.
- Crafted the "Your Big Break" ad campaign for uBreakiFix, featured in The Wall Street Journal.
- Provided branding and copywriting services for The Proof Agency, specializing in wine, spirits, and legal cannabis brands.

## **ADDITIONAL EXPERIENCE**

- **Blogger & Stylist** | *Tomboy Toes (2017-2019)*
- **Senior Copywriter & Social Media Coordinator** | *uBreakiFix (2015)*
- **Copywriter Intern** | *Quaker City Mercantile, Stratus Interactive (2009-2010)*