

RACHEL DEAS

Copywriter

PROFILE

I'm a whiz at finding the right word, a big believer in branding, and I show others how to share their story and grow their impact.



NASHVILLE, TENNESSEE

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(865) 765-9271



EDUCATION

2013

Liberty University

Bachelor of Science

Major: Communications

Minors: Writing & Business

Graduating GPA: 4.0

Honor's Society Graduate

SKILLS

COPYWRITING

MARKETING

BRANDING

STRATEGY

DESIGN

EXPERTISE

TIME MANAGEMENT

ORGANIZATION

DETAIL-ORIENTED

TEAM LEADERSHIP

CONTENT CREATION

EXPERIENCE

SENIOR COPYWRITER

- Work on messaging and strategy for brands such as Financial Peace University, EveryDollar, SmartDollar, and Ramsey+.
- Execute and mentor on copywriting initiatives such as: video scripts, email journeys, landing pages, radio spots, advertisements, social media, product writing, and more.
- Strategize with business and marketing leaders to help the business unit hit goals and objectives.

**RAMSEY
SOLUTIONS
2021 - PRESENT**

COPYWRITER & BRAND EXPERT

- Research and craft all company copywriting materials including but not limited to: brochures, media placements, advertorials, flyers, handouts, vlog scripts, commercial scripts, radio scripts, direct mailers, newsletters, and email campaigns.
- Provide the technical proofing on all materials to ensure brand consistency.
- Develop brand guidelines & procedures.

**KNOXVILLE TVA
EMPLOYEES
CREDIT UNION
2019 -2021**

FREELANCE COPYWRITER

- Collaborate with clients on their needs.
- Coordinate deliverables.
- Concept and write blog articles to meet client needs and goals.

**ALWAYS
ABOUNDING
MULTIMEDIA
2019 - 2020**