



ROXI BARRON

COPYWRITER



Education

Emerson College
B.S. in Marketing
Communications
Class of 2013

Skills

Brand Voice
Social Strategy
Script Writing
Creative Concepts

Contact Info

@roxwithlox
roxi@roxwithlox.com
Nashville, TN

Experience & Technology

VAYNERMEDIA

Copywriter, 2013-2017

- Partner with the creative team to build social content and provide copy from pitch decks to live tweets.
- Concepted incremental campaigns that included new technology such as FB Messenger Bots and Alexa Skills.
- Worked primarily on TV networks and shows, but have CPG and B2B experience as well.

NISOLO

Marketing Coordinator, 2017-present

- Write copy for email, social, paid marketing, landing pages, product descriptions, FAQs, brand partnerships, and blog content.
- Create and edit original content for Instagram Stories.
- Apply insights and creative variations for email segmentation and paid ads.

Technology

Google Drive, MS Office, Slack, Asana, Trello, Shopify, and the next big thing.

Hobbies

I'm into books, TV, movies, interior design, and the occasional spin class.