




# CHELSEA DAVIS

CREATIVE COPYWRITER | BRAND + PERFORMANCE CREATIVE

## CONTACT

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 513-237-6173

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 chelsdavis.com

## SKILLS

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- Copywriting + Copyediting
- AI language model training
- AI research, development, integration
- Editorial Writing + Editing
- Project Management
- Asana, Monday, Smartsheet + more
- Strategic + Creative Marketing
- Media Asset Management
- External + Internal Comms
- Partnership Management
- SEO + SEM
- Adobe Creative Suite
- Microsoft Office
- French + Arabic

## EDUCATION

Miami University 2009-2013

**BA: JOURNALISM,  
COMMUNICATIONS  
MINOR: MIDDLE EAST STUDIES**

Professional Certificate,  
Google 2023

**PROJECT MANAGEMENT**

## EXPERIENCE

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**ASSOCIATE CREATIVE DIRECTOR** | Coinbase | 2025-Present

- Lead high-velocity US + EMEA Growth creative across paid, lifecycle, and product surfaces.
- Build scalable creative frameworks that improve consistency and performance.
- Direct cross-functional teams and ensure on-brand global messaging.

**SR. COPYWRITER** | Square | Sep 2023-Oct 2025

- Lead writer for all Demand Generation creative, including paid social, display, video, direct mail, print catalogs, landing pages, and internal comms. Balancing performance goals with brand voice
- Lead concepting, scripting, and creative development for DG's streaming video campaigns, collaborating cross-functionally with production, design, and strategy to launch spots across Hulu, YouTube, and other OTT platforms.
- Own the creative intake process between Growth Strategists and the creative team (copy, design, production, editing), ensuring clarity, efficiency, and strategic alignment
- Manage contract and freelance copywriters, providing mentorship, editorial guidance, and workflow support
- Developed and implemented an AI-powered intake process, optimizing for speed and adaptability across request

**LEAD COPYWRITER** | CamelBak® | 2022-2023

- Owned voice across all brand channels: e-commerce, marketing, advertising, production, and editorial

**CONTENT LEAD, CONTRACT** | Scotts Miracle-Gro | 2021-2022

- Led content strategy + copy development for digital marketing campaigns

**FREELANCE COPYWRITER** | Fortune Brand Studio | 2022-2023

- Developed editorial and branded content for national clients

**AUDIENCE DEVELOPMENT** | Newsy/EW Scripps | 2018-2021

- Used audience data to shape cross-platform content strategy; collaborated with creative team to optimize multimedia storytelling

**MANAGING EDITOR** | The Write Dose | 2017-2020

- Oversaw editorial operations, from content calendar planning to final edits

**FREELANCE** | Various Companies + Publications | 2009-Present

- Delivered marketing copy, editorial, brand messaging, and ghostwriting for clients across industries