

ASHLEY TORRES

• senior copywriter & brand strategist •

585-773-0071 • atorres08041991@gmail.com • justatorr.com

ABOUT ME

I'm a versatile copywriter with over seven years of experience in digital communications, crafting compelling brand narratives and executing impactful campaigns across industries. With a journalism background, I excel at storytelling, creating engaging copy that connects with audiences. I adapt easily to new industries and pride myself on achieving client satisfaction through collaboration and clear communication.

SKILLS

- Copywriting best practices
- Multichannel copywriting
- SEO
- Content strategy
- Brand voice development
- Social media management
- Proofreading
- Influencer partnerships
- Competitive analysis
- Target audience identification
- Storytelling

EXPERIENCE

2024 Wegmans Food Markets

Copywriter, In-House

- Led messaging for social, paid, and email channels, driving consistent brand voice across platforms.
- Introduced data-driven strategies to deliver impactful 360° marketing campaigns.
- Co-managed restaurant social media accounts, resulting in a 25% increase in sales.
- Partnered with copywriters to ensure messaging consistency and accuracy across all channels.
- Streamlined workflows and collaborated with cross-functional teams to optimize content production.
- Leveraged AI tools ethically to enhance copywriting and align with business goals.

2022-2024 Helen + Gertrude

Senior Copywriter + Brand Strategist

- Led messaging across multiple brands, including Rinna Wines, Yes Way Rosé, Baby Magic, AmeriCOM, and DSS PureAir, contributing qualitative insights to strategy.
- Increased engagement by 25% on Meta for Yes Way Rosé.
- Achieved a 5% average engagement rate and 15k views organically for Rinna Wines.
- Wrote long-form and short-form copy for paid campaigns, social media, websites, and packaging.
- Created search and paid copy for clients like iS Clinical, driving measurable results including 118 conversions and a 2.16 ROAS in the first month.
- Collaborated with art directors, designers, and strategists to develop compelling social content and create brand mantras, taglines, and rebranding efforts.
- Led influencer strategy, briefing, and communications for successful partnerships.
- Built and maintained strong relationships with clients and stakeholders, ensuring clear communication and timely delivery.
- Utilized SEO best practices to optimize web content and social media for improved search visibility.
- Leveraged AI tools to enhance copywriting and trained teams on strategic implementation.
- Developed and implemented content strategy, integrating messaging across channels to drive consistent engagement.

EDUCATION

2009-2014 • Kent State University
Bachelor of Arts, English and Spanish

2016-2019 • Kent State University
Master of Arts, Magazine Journalism