

# ASHLEY TORRES

• senior copywriter & brand strategist •

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## SKILLS

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

## EXPERIENCE

### 2025- Wegmans Food Markets

#### Present Copywriter, Contract

As a contract copywriter supporting the brand creative team, I was initially hired to cover a maternity leave and continued on contract following the role holder's return due to strong performance and ongoing business needs, with my contract extended multiple times. In this role, I supported the development of on-brand messaging and custom content across e-commerce, display, direct-to-consumer, and social channels.

- Introduced data-driven strategies to deliver impactful 360° marketing campaigns.
- Led brand strategy & copy for restaurant social media accounts, Next Door Rochester, Amore, and Next Door Astor Place, resulting in a 25% increase in sales.
- Worked with creative and marketing stakeholders to create cohesive, high-impact campaigns aligned with brand and business goals.
- Led brainstorming sessions for various tactics to align brand voice and build team morale.
- Wrote and optimized paid media copy across search, social, and display channels to drive conversions and improve ROI.
- Produced concise, conversion-focused ad copy and headlines, iterating based on performance data and platform best practices.

### 2024- Wegmans Food Markets

#### 2025 Copywriter, Maternity leave coverage

- Led messaging for social, paid, driving consistent brand voice across platforms.
- Partnered with team members to ensure messaging consistency and accuracy across all channels.
- Streamlined workflows and collaborated with cross-functional teams to optimize content production.

### 2022- Helen + Gertrude

#### 2024 Senior Copywriter + Brand Strategist

As a senior copywriter on the brand creative team, I led the development of strategic, on-brand messaging and custom content to support e-commerce, display, direct-to-consumer, and social channels. In this role, I drove global campaigns, conceptualized and wrote end-to-end creative, and provided copy direction to freelancers and agency partners to ensure consistency, quality, and brand alignment. As a senior, I collaborated cross-functionally with design, marketing, and performance teams to improve workflow efficiency and optimize asset performance using data-driven insights.

- 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.

## EXPERIENCE CONTINUED

2022- **Helen + Gertrude**

2024 Senior Copywriter

- 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.

2019- **Upstate Indie Weddings**

2022 Digital Media Manager

- Managed and maintained the Upstate Indie Weddings website, overseeing structure, updates, and performance.
- Wrote and optimized website copy using SEO best practices to improve search visibility, traffic, and vendor discoverability.
- Conducted keyword research and implemented on-page SEO strategies across blog, vendor listings, and core site pages.
- Created original, on-brand content for social media, including copywriting, visuals, and promotional campaigns.
- Developed and executed a social media strategy aligned with growth, engagement, and traffic goals.
- Designed branded social assets to support campaigns, vendor features, and event promotion.
- Built and nurtured relationships with wedding vendors, acting as a primary liaison and strategic partner.
- Drove vendor acquisition and membership sign-ups through targeted outreach, content marketing, and events.
- Planned and organized wedding shows and events, coordinating vendors, logistics, and marketing efforts.

## TECHNICAL

WordPress

Adobe InDesign

Canva

OpenAI

Capcut

Figma

Google Workplace

Microsoft Suite

## EDUCATION

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

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