

ASHLEY TORRES

Senior Copywriter & Brand Strategist

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@justatorr

My Profile

I'm a Senior Copywriter and Brand Strategist with over a decade of experience creating compelling, insight-driven content. I specialize in brand voice, messaging frameworks, and integrated campaigns that drive engagement across digital, social, and multi-channel platforms. I love turning complex ideas into clear, persuasive writing that connects with audiences and stakeholders.

Experience

Copywriter

Wegmans | 2024-Present

- Develop compelling, on-brand copy across paid, social, email, web, and campaign assets
- Concept and execute integrated marketing campaigns in collaboration with creative teams
- Translate brand strategy into clear, persuasive messaging
- Maintain brand voice consistency across all tactics
- Partner cross-functionally with design, marketing, and product teams
- Edit, proofread, and refine copy to ensure clarity and impact
- Optimize copy for SEO and performance marketing goals
- Use performance insights and audience research to optimize messaging

Senior Copywriter

Helen + Gertrude | 2022-2024

- Lead concept development and brand strategy for integrated, multi-channel campaigns
- Translate brand strategy into compelling, high-impact messaging
- Own and evolve brand voice across all consumer tactics
- Mentor junior writers and provide clear, constructive creative direction
- Partner cross-functionally with design, marketing, production, and leadership teams
- Present campaign concepts and rationale to stakeholders and executives
- Ensure creative excellence through editing and attention to detail
- Use performance data and audience insights to refine messaging and drive results

Social Media Manager *Upstate Indie Weddings | 2019-2022*

- Develop and execute comprehensive social media strategies aligned with brand and business objectives
- Manage day-to-day content planning, creation, scheduling, and publishing across platforms (Instagram, TikTok, Facebook)
- Create engaging, on-brand copy and oversee visual content in collaboration with design or creative teams
- Own the content calendar and ensure consistent brand voice and messaging
- Optimize copy for SEO for social and website
- Collaborate with vendors to maintain memberships

Skills

- Brand Voice Development
- Content Strategy
- Copywriting Best Practices
- Storytelling
- Campaign Concepting & Creative Direction
- Tagline & Brand Manifesto Writing
- Content Creation (Short- & Long-Form)
- Social Media Strategy & Platform Growth
- Competitive Analysis
- Cultural Trend Analysis
- Paid Media Messaging
- SEO & Performance Optimization
- Community Engagement & Audience Development
- Influencer & Creator Collaboration
- Content Calendar Development
- Content Management Systems (CMS)
- AP Style

Technical Programs

- WordPress
- Adobe InDesign
- Canva
- OpenAI
- Capcut
- Figma
- Google Workplace
- Microsoft Suite

Education

Kent State University | 2016-2022 Master of Arts in Magazine Journalism

Kent State University | 2009-2014 Bachelor of Arts in English & Spanish