

Rheya Worthington

Copywriter

 rheya.worthington@gmail.com
 (650) 813-4067
 Columbia, MO

EDUCATION

Associate of Arts in Creative Writing at St. Louis Community College

Apr 2019 - May 2023

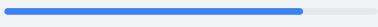
Relevant Coursework: Introduction to Creative Writing, Poetry Workshop, Fiction Writing, Literary Analysis, Scriptwriting, and Contemporary Literature.

LINKS

[linkedin.com/in/rheyaworthington](https://www.linkedin.com/in/rheyaworthington)

SKILLS

SEO



CMS



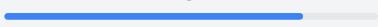
Analytics



Social Media



Email Marketing

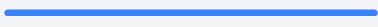


Content Strategy

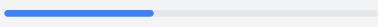


LANGUAGES

English



Indonesian



HOBBIES

Painting

Photography

Cooking

PROFILE

Dynamic copywriter with two years of experience, driven by curiosity and a passion for storytelling. Skilled at crafting engaging content across various platforms. Continuously seeks to expand expertise and embrace new challenges to enhance brand narratives and connect with audiences.

EMPLOYMENT HISTORY

Junior Copywriter at Ogilvy, MO

Mar 2025 - Present

- Crafted engaging social media content for three major campaigns, boosting audience engagement by 27% over six months.
- Collaborated with senior writers to develop a series of blog posts that increased website traffic by 13%, enhancing brand visibility.
- Assisted in the creation and editing of persuasive ad copy that contributed to a 15% rise in client conversion rates.
- Participated in brainstorming sessions, contributing innovative ideas that were implemented in two successful product launches.
- Conducted market research to refine messaging strategies, resulting in improved targeting accuracy and increased campaign effectiveness.

Copywriting Intern at BBDO, MO

Feb 2023 - Feb 2025

- Crafted persuasive copy for three major campaigns, boosting client engagement by 18% within two months.
- Collaborated with a team of five to brainstorm innovative content strategies, resulting in a 25% increase in social media interactions.
- Analyzed competitor ads and market trends to refine messaging techniques, enhancing campaign effectiveness by 15%.
- Developed and pitched creative concepts to senior copywriters, receiving positive feedback and contributing ideas to two successful projects.

CERTIFICATES

Copywriting Mastery Certification

Nov 2023

Content Marketing Certification

Jun 2022

MEMBERSHIPS

American Writers & Artists Institute

Professional Writers Association