

# Laura Munoz

Senior Copywriter

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New York/Los Angeles

## Summary

Dedicated copywriter with 10+ years' experience in-house and with agencies. I specialize in launching new brands and re-defining existing brand voices, and have created effective copy for dozens of clients ranging from medical tech to baby food. Professional and collaborative, receptive to edits and feedback, and Millennial/Gen Z fluent.

Social ✓ Email ✓ Amazon ✓ TikTok ✓ B2B ✓ OLV ✓ Product Naming ✓ SEO ✓ OOH ✓ TV ✓ White Papers ✓

## Work History

### **Madwell – New York, NY**

Senior Copywriter, June 2021 - Present

Full time agency role leading junior copywriters across multiple accounts. Clients include Verizon, Fernet-Branca, JobsOhio, TCS NYC Marathon, Plum Organics et.al. Our work on JobsOhio was a 2022 copywriting Obie Award finalist.

### **Shark|Ninja – New York, NY**

Freelance DTC Copywriter, August 2022 - Present

Part time freelance role with a major home and kitchen technology brand, focused on DTC email campaigns.

### **Belkin International – Los Angeles, CA**

Copywriter, June 2017- December 2017 & September 2019 - June 2021

Freelance to full time copywriting position creating SEO-optimized web, social, email, B2B, and Amazon copy, as well as OLV scripts for Belkin and its affiliated brands.

### **Evite – Remote**

Freelance Copywriter, January 2021 - June 2021

Part time copy and content writing contract for a leading digital invitation platform, creating SEO-driven articles, emails, and social content.

### **FKA Brands – Los Angeles, CA**

Copywriter, April 2018 - June 2019

One-year, in house contract with SOL Republic, House of Marley, and JAM Audio. Completed a successful rebranding of JAM and created new product launches, Amazon pages, blog content, and social media across all three brands.

### **Copywriting, Editing, and Brand Strategy Freelance, 2012 – Present**

Freelance copywriting projects for various brands and agencies. Clients include Regal Cinemas, General Assembly, Medtronic, Hyper, Garden Fresh Gourmet, Artesano, Freck Cosmetics, Just Black Denim, Bolthouse Farms, Oxygenetix, et. al.

## Professional & Volunteer Organizations

### **Tech for Campaigns**

Volunteer Copywriter, 2022-present

### **IABC, Los Angeles**

Board Member – Volunteer Director of Digital Communications, 2019

## Education

School of Visual Arts – New York, NY

Continuing ed, Design and Art Direction – 2023

Drew University – Madison, NJ

BA, Art History – 2010