

Abi Cotler

Craft your brand's story to grow in the strongest, most dynamic way possible. *Writing That Moves.*

2318 Edinburg Avenue
Cardiff, Ca 92007

(858) 344-8691
abiwriting@gmail.com

EXPERIENCE

Abi Cotler Writing | Cardiff, Ca | *Owner*

2005 - PRESENT

Copywriting, copy marketing, blogging, and copy schedule management for clients in the creative, health and wellness, financial, parenting, educational, and agency sectors including contracts for Review Buzz, Vapor, Closed System Media & Design, Mamalode, and MSMN Social Media Marketing.

Art Institute of California | San Diego, Ca | *Faculty*

OCTOBER 2002 - PRESENT

Teaching Writing, Photography, and Visual Language and Culture at a 4-year, WASC accredited college.

The Crossing Press | Santa Cruz, Ca | *Art Director*

SEPTEMBER 2000 - DECEMBER 2001

Oversaw the art department for a trade publisher with over 40 titles a year. Responsible for project and employee management, purchasing of photography and illustrations, supervising all design issues, communication with artists, authors, and other departments.

Frans Lanting Inc | Santa Cruz, Ca | *Studio Manager*

FEBRUARY 1999 - SEPTEMBER 2000

Managed the photo rights negotiations for an internationally syndicated photographer with clients such as the National Geographic and Taschen Publishing. Organized and ran a photo library of over 10,000 photos. Instituted a collector's edition fine art digital printing process.

SKILLS

CONTENT

- strategy and copy for an emotional, digital age of marketing
- pertinent blog posts and articles, from research through polished deliverables
- clear, user-friendly tech instructions and descriptions
- scriptwriting: the technical to the colorful
- landing pages and drip campaigns with impossible to ignore CTAs

SOCIAL

- approachable, meaningful, and relevant social media generation
- SEO with an eye for increasing influence
- keeping abreast of ever-changing consumer trends
- a deep understanding of photography, film, lighting, visual arts, and effective design

IDENTITY

- compelling, lasting taglines
- sales copy that stays on message and ensures a consistent brand experience
- mission statements with huge, specific goals
- about-us and bio copy in line with your brand's voice and identity
- truly readable newsletters and email marketing

EDUCATION

San Diego State, San Diego, Ca — *Masters of Fine Arts*

SEPTEMBER 2003 - APRIL 2006

Brooks Institute of Photography, Santa Barbara, Ca — *Bachelor of Arts*

SEPTEMBER 1994 - SEPTEMBER 1998

NOTABLE PROJECTS

LOGITECH {world's largest computer peripheral manufacturer} product launch documentation, taglines, about-us, product description, technical writing, email marketing, general web copy

BANK OF INTERNET {the fastest growing online bank in the US}

copy for site re-design resulting in a **23.5% increase in organic traffic to site**, all corporate identity pages, web landing pages, web buildouts, blogposts, social media content generation, email marketing

MATUSE {global performance wetsuit and lifestyle brand}

content manager consulting on project direction, brand messaging, social media, as well as articles and direction for their culture website ckth.com

SPY OPTICS {15-year+ optics brand: Action Sport, Performance, & Designer labels}

taglines and ad copy for the 2015 “Happienss” ad campaign

SWENYO via Vapor Studios of Encinitas **{first homegoods brand expressly for young adults}**

ad copy and brand messaging materials, brand launch materials, web buildouts, email marketing

NATIONAL EDUCATION ASSOCIATION {one of the top 5 largest trade unions in the US}

copywriting/editing for a daily newspaper (print and web) on short turn, late-night runs for a 6-day conference

DON JOY GLOBAL {top worldwide pro-athlete bracing brand for the last 40 years}

copywriter and communications consultant on brand books for their 2015 consumer launch, scriptwriting for instructional and promotional videos

REVIEW BUZZ {largest service-industry online reputation management company on the web}

copywriter in an ongoing independent contracting role: monthly newsletter, bimonthly blogs, case studies, landing pages, email campaigns, scriptwriting, additional corporate materials and strategic brand consulting

ALPHA CANNA {fastest growing CBD distribution company/incubator in the country}

copywriter/brand direction consultant and web producer, tasks include: writing corporate ID materials such as mission and values statements, company bios, plus content/visual production of a new ecommerce site designed in Wordpress (out Fall, 2017)