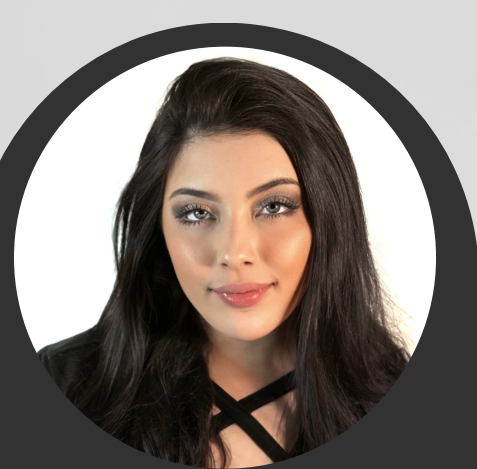




DESTINIE ORNDOFF

Senior Copywriter and Marketing Strategist \ Portfolio: destinieorndoff.com

PROFESSIONAL EXPERIENCE

BUSINESS NITROGEN | Copywriter, Strategist

January 2024 - December 2024

- Delivered direct response brand, UX and marketing copy for health, education and coaching clients.
- Wrote a relationship-building email series driving an **11.2% CTR** and **20%** rise in sales.
- Wrote paid ads and landing pages, driving **5 sold-out** events for Jon Gordon.
- Translated a neuroscience process into an email series that drove trust, awareness and engagement, resulting in **7% CTR**, **250 registrants** for a live workshop and **\$34,500 in sales**.

WREIN | Copywriter, Strategist

November 2022 – December 2023

- Promoted masterclass through emails, landing pages and paid ads, resulting in **\$1.2M** in sales and **250,000** registrants worldwide.
- Wrote UGC scripts and VSLs for masterclass, leading to a **25% uplift** in coaching upsells.
- Produced **48** SEO blog posts per quarter, driving a **60% increase** in website traffic.
- Wrote marketing copy for WREIN LIVE, **selling out** to **6,000** in-person registrants.
- Optimized flagship class using storytelling and structural tension strategies, boosting retention by **30%**.

GREATER GOOD (CHARITY USA) | Email Marketing Specialist, Copywriter

February 2022 - October 2022

- Wrote **12** emails daily for **500k** customers, averaging **\$200k+** in monthly e-commerce sales.
- Optimized emails through A/B testing and content management resulting in a **7% CTR** uplift.
- Designed multi-touch campaigns, **increasing retention** by **15%** and driving **repeat purchases**.
- Quality assured emails for links and discounts, resulting in a **99.3%** customer satisfaction rate.

TRI STATE ENTERPRISE | Copywriter, Strategist

January 2020 – February 2022

- Wrote copy resulting in **\$150k+** in monthly revenue and a **40% increase** in appointments.
- Managed a rich social content calendar, growing Meta followers by **25k** in 3 months.
- Led marketing campaigns for a digital coaching webinar, resulting in **300** virtual attendees.
- Iterated on copy to increase conversions and beat controls, with a focus on customer acquisition.

FREELANCE & PASSION PROJECTS

SUCCESS MAGAZINE | Copywriter, Strategist

February 2024 – Present

- Pitch and write editorials weekly, resulting in **759K** website impressions.
- Optimize emails and landing pages, achieving a **7% CTR boost** and **16% conversion rate** increase.
- Research, write and post social content to **4.5M** followers, boosting engagement by **29%** in 14 days.
- Write marketing copy that bridges the gap between traditional readership and a new generation, **boosting subscription** for print and digital by **35%**.

DERANGED MINDS ENTERTAINMENT | Writer, Producer, Strategist

May 2015 – Present

- Write, proofread and finalize a **\$500k budget** screenplay that **premiered at Cannes**.
- Pitch and secure **\$150k** in funding for a life and career documentary on a movie star.
- Write marketing copy, generating **\$23k** in revenue for two feature films through pre-orders.
- Write and post social content through organic storytelling and reels, increasing followers by **28%** in just 30 days.

STRENGTHS & SKILLS

- Conversion Copywriting
- Creative Storytelling
- Email Marketing
- B2C and B2B Marketing
- Consumer Psychology
- Expertise in social (TikTok, Meta, YouTube, X, LinkedIn)
- Desktop/Mobile UX
- Funnel Strategy
- Campaign Strategy
- Brand Growth
- Collaboration in fast, high-volume environments

SOFTWARE

Marketing

- SEMrush
- Meta Business Suite
- Google Suite
- Canva/Figma
- Status Brew

Productivity

- Monday.com
- ClickUp
- Slack
- Mac OS

AI

- ChatGPT
- Claude
- Cursor

EDUCATION

- BA, Communications/Electronic Media
- Waynesburg University, '15 - '19

CONTACT

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