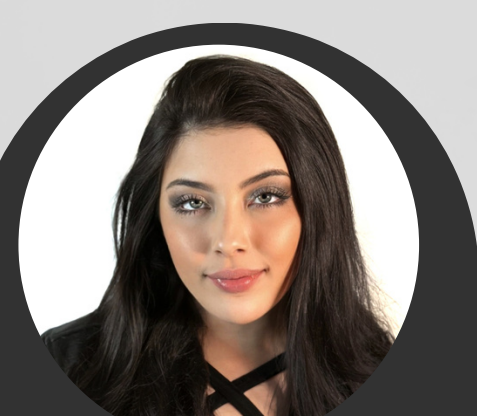




DESTINIE ORNDOFF

Senior Copywriter and Marketing Strategist | Portfolio: destinieorndoff.com

PROFESSIONAL EXPERIENCE

STRENGTHS & SKILLS

- Direct Response Copywriting
- Campaign Strategy
- Lifecycle Marketing
- Consumer Psychology
- Conceptual Development
- CRO, SEO, AEO
- Creative Storytelling
- Creative Direction
- Brand Voice Stewardship
- Email and SMS
- Paid Ads and Video Scripts
- Landing Pages and Funnels
- B2C and B2B Marketing
- Multi-channel content management
- Desktop/Mobile UX
- Cross-functional collaboration
- Social Expertise (TikTok, Meta, YouTube, X, LinkedIn)

SOFTWARE

Marketing

- Google Suite
- Canva
- Figma
- SEMrush
- Status Brew

Productivity

- Monday.com
- ClickUp
- Slack

AI

- ChatGPT
- Claude
- Cursor

EDUCATION

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

CONTACT

- (724) 833-1004
- destinieorndoff@yahoo.com

SUCCESS MAGAZINE | Copywriter and 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 30 days.
- Lead marketing copy through email and sms, **boosting subscription** for print and digital by **35%**.

GLOBAL CONTENT CREATOR | Copywriter and Strategist

January 2021 – Present

- Develop engaging content for **20+** media and consumer brands, including Hot Topic, Urban Decay, AMC+, USA Network, Amazon Prime, Paramount, Universal, and Live Nation.
- Drive sign-ups through marketing copy and reels, attracting **25K+** new users in **90 days** for AMC+.
- Boost awareness and social following for USA Network's *Chucky* series through campaign copy and content.
- Collaborate with marketing teams, increasing Hot Topic's organic website traffic by **24%** in **30 days**.

DERANGED MINDS ENTERTAINMENT | Writer, Producer and Strategist

May 2015 – Present

- Write, proofread and finalize a **\$500k budget** screenplay that **premiered at Cannes**.
- Lead marketing copy for major streaming campaigns, increasing subscriber acquisition by **12%** on Apple TV.
- Pitch and secure **\$150k** in funding for a life and career documentary on a movie star.
- Lead campaigns and creative direction, generating **\$23k** in revenue for two feature films through pre-orders.

BUSINESS NITROGEN | Copywriter and 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 and awareness, resulting in **7%** CTR, **250** registrants and **\$34,500** in sales for a live workshop.

Women's Real Estate Investors Network | Copywriter and Strategist

November 2022 – December 2023

- Lead copywriter on ads, emails and landing page iterations, resulting in **\$1.2M** in sales and **250k** registrants.
- Wrote UGC scripts and VSLs, leading to a **25% uplift** in coaching upsells and a **30%** boost in retention.
- Researched, wrote and published **48** blog posts per quarter, driving a **60% increase** in website traffic.
- Led creative direction and marketing copy for WREIN LIVE, **selling out** to **6,000** in-person registrants.

GREATER GOOD | Copywriter and Email Marketing Strategist

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 and 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.