



# DESTINIE ORNDOFF

Copywriter | Marketing Strategist

Portfolio: [destinieorndoff.com](http://destinieorndoff.com)

## PROFESSIONAL EXPERIENCE

### BUSINESS NITROGEN | Copywriter, Strategist

January 2024 - December 2024

- Led copy and strategies for **3x** clients across diverse industries, including health and wellness, entrepreneurship, education, and coaching.
- Optimized Google ad campaigns, achieving a **30% boost** in web traffic and a **20% rise** in search engine rankings for a NY Times best-selling author.
- Co-led webinar promo campaigns, driving a **60% increase** in sales and **5x sold out** events.

### WREIN | Copywriter, Strategist

November 2022 – December 2023

- Led back-end promo for a virtual masterclass, leading to a **25% uplift** in coaching upsells.
- Wrote marketing copy for WREIN LIVE, selling out the event to **16,000** in-person registrants.
- Co-launched 4 virtual events per quarter, resulting in **1.2 mil+** in annual company revenue.
- Optimized flagship masterclass using storytelling and structural tension strategies, resulting in a **5x** increase in sales and **25%** increase in day-to-day retention.

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

February 2022 - October 2022

- Wrote **10x** emails daily for **500k+** customers, averaging **\$200k+** in monthly e-commerce sales.
- Optimized through A/B testing and dynamic content management resulting in a **7% CTR** uplift.
- Designed automated, multi-touch campaigns using behavioral triggers, increasing retention by **15%** and driving **repeat purchases**.
- Quality assured emails for links and discounts, resulting in a **97.5%** customer satisfaction rate.

### TRI STATE ENTERPRISE | Copywriter, Strategist

January 2020 – February 2022

- Wrote daily marketing copy contributing to **\$150k+** in monthly recurring revenue and a **40% increase** in appointments.
- Managed a rich social content calendar, growing Meta followers by **25k** in six months.
- Led copy campaigns for a digital coaching webinar, resulting in **300** virtual attendees.

## FREELANCE & PASSION PROJECTS

### SUCCESS MAGAZINE | Copywriter, Strategist

February 2024 – Present

- Pitched and covered **3x** stories weekly, including feature articles, editorials and opinion pieces.
- Wrote marketing copy that bridged the gap between traditional readership and a new generation of entrepreneurs, boosting subscription for print and digital by **35%**.
- Optimized emails through A/B testing, achieving a **10% boost** in click-through rates.
- Authored monthly press releases, ensuring accurate detail of key events and coverage.

### DERANGED MINDS ENTERTAINMENT | Writer, Producer, Strategist

May 2015 – Present

- Led email and social campaigns, generating over **\$23k** in sales for two feature films.
- Built a community of **40k+** followers through organic storytelling and content creation.
- Authored, proofread, and finalized **3x** feature-length screenplays.
- Pitched and secured **\$150k** in funding for a life and career documentary on a movie star.

## SKILLS & STRENGTHS

- Copywriting, Creative Storytelling
- Proofreading, Quality Assurance
- Consumer Psychology
- A/B Testing, CRO, SEO
- Cross-Channel Copy
- Desktop UX, Mobile UX Wireframes
- Influencer Marketing
- Adaptability, Problem-Solving
- Project Management

## SOFTWARE

- Mac OS
- Microsoft Suite, Google Suite
- Hemingway Editor, Grammarly
- SubjectLine.com, SEMrush
- GoHighLevel, Wix
- Canva, Figma
- Meta Business Suite
- Asana, Trello
- Monday.com, ClickUp
- Teamwork, Slack
- ChatGPT, Claude

## EDUCATION

- Bachelor of Arts, Communications & Electronic Media
- Waynesburg University, Aug. '15 - Dec. '19

## CONTACT

- (724) 833-1004
- [destinieorndoff@yahoo.com](mailto:destinieorndoff@yahoo.com)
- Nitro, WV