



# DESTINIE ORNDOFF

Senior Copywriter and Marketing Strategist | Portfolio: [destinieorndoff.com](http://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.
- Optimized paid ads, achieving a **30% boost** in sales and **20% rise** in SEO for a NYT best-selling author.
- Led webinar campaigns, driving a **60% increase** in sales and **5x sold out** events for a mindset coach.
- Translated complex ideas into compelling stories that drove trust, awareness and engagement.

### WREIN | Copywriter, Strategist

November 2022 – December 2023

- Promoted **4 events** per quarter through emails, landing pages and paid ads, resulting in **\$1.2M ROAS**.
- Wrote UGC scripts for a virtual 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 **3 editorials** weekly, including interview feature articles and research pieces.
- Optimize emails and landing pages, achieving a **10% boost** in CTR and **16% boost** in conversion rate.
- 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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