



DESTINIE ORNDOFF

Copywriter | Marketing Strategist

Portfolio: destinieorndoff.com

STRENGTHS & SKILLS

- Conversion Copywriting
- Creative Storytelling
- Email Marketing
- Consumer Psychology
- Expertise in social (TikTok, Meta, YouTube, X, LinkedIn)
- Desktop/Mobile UX
- Funnel Strategy
- Campaign Strategy
- Brand Growth
- Collaboration in fast-paced, 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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- destinieorndoff@yahoo.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

- 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.
- Launched **4 virtual events** per quarter through emails and paid ads, resulting in **\$1.2M ROAS**.
- 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 six months.
- Led copy 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 social copy, achieving a **10% boost** in CTR and **25% boost** in engagement.
- Author press releases, ensuring accurate detail of key events and coverage.
- 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

- Led email and social copy, generating **\$23k** in revenue for two feature films through pre-orders.
- Built a community of **40k** followers through organic storytelling and content creation.
- Wrote, proofread and finalized a **\$500k budget** screenplay that **premiered at Cannes**.
- Pitched and secured **\$150k** in funding for a life and career documentary on a movie star.