

ANDY PARKER

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[LinkedIn](#) | [Portfolio](#)

TALKIN' ABOUT MY EDUCATION

M.A., English, May 2000
University of Northern Colorado
Greeley, CO

B.A., Political Science, May 1993
Colorado State University
Ft. Collins, CO

THE WRITE STUFF

- Champion of big ideas, smart strategies, and creative solutions.
- Plays well with others.
- Grammar geek, punctuation princess, thinks being a word nerd is rad.
- Eats deadlines for breakfast.
- AP, Chicago Manual, I know style.
- Microsoft Office; Google Docs; Adobe InDesign, Illustrator, Acrobat, and, of course, Asana.

“As my supervisor, Andy was completely committed to my success and growth and consistently put my needs and interests ahead of her own.”

~Amanda Moorhead, Copywriter, Jackson

“When Andy takes on a project she turns it upside down and sideways, coming back with smart, persuasive copy that often out-thinks the creative brief. She’s an imaginative, conceptual collaborator and has a gift for simplifying complicated information for the masses. Plus, she does some hilarious cartoon voices.”

~DeAnna Hemmings, ACD, Jackson

GOOD COPYWRITER WITH LOTS OF EXPERIENCE

CURRENT DIGS

Lead Copywriter

Asana • April 2017 - present

What I do: I manage copywriting for brand advertising across OOH, tv, radio, print, and digital channels. And I bust my conversion copywriting chops testing and optimizing words for landing pages, email, even UX. **How I do (some highlights):**

- Wrote copy for [YouTube ad](#) series, earning 20+ million views in six months.
- Developed email nurture series that boosted trial starts 33%, collaboration metrics 20%, and achieved a 50% open rate (15% > than average).
- Boosted [homepage](#) conversions 20% and landing page conversions (see [here](#) and [here](#)) 35% through optimizations over three months.
- Wrote copy for product upsell prompt that boosted trial starts 16% and generated \$270K in ARR.
- Improved website chatbot engagement 75%, lifting conversions 7.9% and generating \$75K in ARR.

PAST DIGS

Lead Copywriter

Snapfish • September 2015 - March 2017

I spent my days in the fishbowl managing copywriting to increase revenue via digital channels. Collaborated with folks across the organization to translate business objectives into compelling brand strategies. And I managed a team of copywriters.

Freelance/Contract Senior Copywriter

August 2011 - August 2015

Wrote lots of words for print, packaging, the web, email, social, and display. Companies include:

- Method and Ecover (home and personal care products)
- Shaklee (health and nutrition, beauty, home and personal care products)
- The University of San Francisco
- Jackson National Life Insurance Co. (retirement products, annuities)

Senior Copywriter

UserVoice • May 2012 - March 2013

Obsessed over words for case studies, email campaigns, blog posts, print and event promotions, even a few press releases. But mostly I worked with the head of UX to redesign and write copy for the UserVoice website.