ANDY PARKER

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LinkedIn | Portfolio

SKILLS & THINGS

- Creative, analytical, and comfortable with ambiguity
- Conversion rate optimization and experimentation junkie
- Champion of big ideas and bold brand thinking
- Mentor, player-coach, servant leader
- Grammar geek, punctuation princess, word nerd
- Proficient in Microsoft Office, Google Docs, Adobe InDesign, Illustrator, Acrobat, Figma, and Asana

"I am grateful for the ways in which Andy challenges and enables me to grow as a marketing strategist, but having her on a project is just about guaranteed to uplevel *everyone* in the room."

– Gabby Greenberg, Associate Marketing Manager, Hinge Health

"I am regularly impressed by the strategic thinking behind Andy's work and the points of view she expresses when reviewing and discussing design and copy. Andy thinks deeply about how our customers view our marketing and where each piece fits within the overall experience."

– Adam Whinston, Sr. Director of Growth Marketing, Hinge Health

CONVERSION AND MESSAGING STRATEGIST WHO GROWS REVENUE WITH CUSTOMER INSIGHTS AND COPY

OH, THE PLACES I'VE WORKED!

Lead Content Strategist, Growth Marketing

Hinge Health (virtual physical therapy) • November 2021 - February 2026

Developed strategies, messaging, and copy to improve acquisition, activation, retention, and remarketing across multiple channels like email, direct mail, and SMS.

- Generated $40.5M in revenue over two quarters and drove an 83% increase in YoY performance in broad awareness by developing new and updated marketing assets.
- Generated $30M in revenue over 24 months through three ongoing email winback campaigns
- Contributed to a 102% YoY increase in remarketing channel performance through email campaigns and experiments
- Generated an additional $10.65M in incremental revenue by driving website improvements that increased conversions by 10.6%
- Added $10.7M in incremental revenue by increasing landing page conversions by 8.1%
- Consistently achieved average email open rates of 50% or higher

Lead, Brand and Conversion Copywriting

Asana (work management platform) • April 2017 - July 2021

Owned brand voice, developed brand guidelines, managed copywriting and copywriters, and wrote for paid media, including OOH, tv, radio, print, display, social, and search. Developed copy for a range of projects, including naming new products and features, pricing and packaging experiments, lifecycle and demand generation campaigns, onboarding, offboarding, and upsell flows.

- Earned 20M+ YouTube views in six months via ad series; developed concept and copy
- Boosted trial starts 33% via email nurture series that earned a 50% average open rate (15% > than company average)
- Improved website homepage conversions 20% and landing page conversions 35% through optimizations over three months
- Generated $270K in ARR over three months via product upsell prompt that increased trial starts 16%
- Generated $75k in ARR over three months via website chatbot; improved engagement by 75% and conversions by 7.9%

TALKIN' ABOUT MY EDUCATION

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

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

Copy Director/Lead Copywriter

Snapfish (online photo retailer) • September 2015 - March 2017

I spent my days in the fishbowl shaping brand voice and messaging, providing creative direction to the copywriting team, and writing copy for email, product, print, and user flows. Collaborated with marketing, product, design, and strategy teams to turn business objectives into compelling brand narratives.

Freelance/Contract Senior Copywriter

August 2011 - August 2015

Wrote lots of words for print, packaging, web, email, and paid media. Companies include:

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