

ERIKA HOFGESANG

SENIOR COPYWRITER

QUICK BIO

I believe in making great work with great people, and writing bios in the first person. I'm a seasoned creative whose work has sparked massive awareness and social growth for the world's most beloved brands, and consistently performed over benchmarks. **Want to work together? Give me a ring!** If I don't answer I'm most likely at axe throwing league, in one of my 3 book clubs, training guide dogs for the blind, or looking for my next hobby.

CONTACT INFO

Phone 9739600979
Email ehofgesang@yahoo.com
Website erikahofgesang.com

OTHER SKILLS

Copywriting	●	●	●	●	●
Social Media Management	●	●	●	●	●
Jogging	●	●	●	●	●
Concepting	●	●	●	●	●
Petting Cats	●	●	●	●	●
Photoshop	●	●	●	●	●

WHAT I DO BEST

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| 2022- | Publicis Sapient • Senior Copywriter • NYC <ul style="list-style-type: none">• Concept, write, edit, and iterate fresh and ownable B2B campaigns across all channels• Write, edit, proof, and post promotional copy as well as long-form content for channels ranging from email campaigns to websites, events, videos, social posts, and search copy• Partner with marketing leadership to understand the unique issues facing our audience• Lead in communicating and presenting concepts and copy to internal teams and external production partners |
| 2021- 22 | WITHIN • Senior Copywriter • NYC <ul style="list-style-type: none">• Lead writing and concepting for paid and organic social, OTT spots, virtual/ IRL activations, and digital placements• Co-lead messaging and creative concepting for 1800 Tequila and Playboy• Lead writer for Noggin, Eight Sleep, Output, and Cariuma• Oversaw all copy edits and provided constructive feedback for junior writers• Lead and assisted pitching new and current clients• Developed and owned TOV and brand guidelines• Worked closely with strategy and emerging technology teams to brainstorm innovative ways to optimize creative |
| 2019- 21 | Night After Night • Copywriter • NYC <ul style="list-style-type: none">• Lead copywriter for Jameson Whiskey and Avion Tequila• Assisted in developing Jameson Whiskey's TOV• Lead creative opportunity development within Night After Night• Assisted in the relaunch of Avion Tequila's social channels with a new look and feel, and new TOV• Curated, organized, and crafted copy for official social accounts including Jameson Whiskey, Martell Cognac, Avion Tequila, Barking Irons Applejack, and N/N• Assisted in strategic planning experiential events for Trojan Condoms and Barking Irons Applejack |
| 2018 | Night After Night • Copywriting Intern • NYC <ul style="list-style-type: none">• Write social copy for official Instagram accounts such as Jameson Whiskey, Barking Irons Applejack, and N/N• Design Giphy sticker packs that have received over 35 million accumulated views |