

Brooke Wolff

Award-Winning Senior Copywriter

Portfolio: brookewolff.com

Non-Technical Writing Employment

- **US of America**
2017 (freelance writer)
 Wrote articles for:
 - Magazine (print and online versions)
- **Nationwide Pet Insurance**
2016 – 2017 (contractor)
 Wrote and edited copy for:
 - Print ads
 - Websites
 - Magazine articles
 - Brochures
 - White papers
 - Speeches
 - Emails
 - Blogs
 - Social media
- **Disney Parks & Resorts Digital - Senior Copywriter**
2014 - 2016 (contractor)
 Wrote copy for:
 - Adventures by Disney (rewrote the entire website)
 - Walt Disney World Resort (web pages, mobile and promos)
 - Disneyland Resort (web pages, mobile and promos)
 - Disney Vacation Club (revised web pages, promos and FAQs)
 - Shanghai Disney Resort (mainly for the *Star Wars* attraction)
- **Direct Partners – Senior Copywriter**
2013-2014 (contractor)
 Wrote for various clients (including WWE, International Delight, Silk) for:
 - Websites
 - Emails
 - Direct Mail
 - Video
- **Sony – Senior Content Strategist / Senior Copywriter**
2013-2014 (contractor)
 Ideated, strategized and wrote the name/tagline for a video game.
- **Beyond Curious – Senior Copywriter**
2013-2014 (contractor)
 Wrote copy for Toyota for:
 - Websites
 - Point of Sale

- **Walt Disney Parks & Resorts Online – Senior Copywriter**
2011-2013 (contractor)
 Wrote website and mobile copy for:
 - Disney Vacation Club
 - Disney Weddings
 - Disney Cruise Line
 - Disneyland Resort
 - Disney Shanghai Resort
 - Walt Disney World Resort

- **Real Pie – Senior Content Strategist / Senior Copywriter**
2011-2012 (contractor)
 Designed a campaign and wrote copy for the *God of War* website and social media campaign, including:
 - Graphic novel
 - Puzzles and riddles

- **LEVEL Studios – Senior Content Strategist / Senior Copywriter / Senior Editor**
2009-2011 (employee)
 Provided branding, wrote style guides, designed content matrices, edited and proofread documents, as well as created over 20 templates; worked closely with the Director of Copy to build the copywriting and content strategy departments across three offices, managing a team of copywriters and content strategists. Wrote copy and provided content strategy for:
 - Websites (e.g., Lexus)
 - Speeches (for CEOs and other executives)
 - User guides (e.g., Vizio)
 - Social media (e.g., political campaigns)
 - Mini-sites / Teaser sites (e.g., Mortal Kombat)
 - Mobile apps (e.g., Qualcomm)
 - Content Matrices (e.g., Epson)
 - Style Guides (e.g., Nuance)
 - Case studies and white papers (e.g., Apple)
 - Presentations (e.g., Adenyo)
 - Pitches (e.g., San Francisco Giants)
 - Videos (e.g., City of San Luis Obispo)
 - Comic strips (e.g., Saba)
 - TV commercials (e.g., Anti-Meth Campaign)
 - Puzzles and riddles for games teaser websites (e.g., Dark Souls)

- **Flying Tangent – Associate Creative Director / Senior Content Strategist / Senior Copywriter**
2009-2011 (co-owner)
 Created a children's educational website (K-6) for the rapper Ludacris and oversaw 25 employees. Wrote and supervised the creation of:
 - Stories
 - Games
 - Website Copy

- **Warner Bros. Home Video – Copywriter**
2009 (contractor)
 Wrote copy for:
 - Loyalty rewards sites
 - Sweepstakes
 - Social networking
 - Blogs
 - Emails
- **DisneyStore.com – Copywriter**
2009 (contractor)
 Wrote copy for:
 - Landing pages and detail pages
 - Ten promotional and marketing emails a week for the website's registered guests
 - Alt tags
 - Meta descriptions & SEO
- **Walt Disney Parks & Resorts Online – Copywriter**
2008-2009 (contractor)
 Wrote website copy promoting attractions, events, hotels and special deals for:
 - All the Walt Disney Theme Parks
 - Disney Cruise Line
 - Adventures by Disney
 - An award-winning monthly newsletter, which included games and “fun facts”
 - SEO landing pages
 - An award-winning mini-site (“The American Idol Experience”)
 - The international recruitment banner

Technical Writing Employment

- **NetApp – Senior Content Strategist / Senior Copywriter**
2014 - 2017 (contractor)
 Wrote copy for:
 - New product branding
 - Promos for products and events
 - Videos
- **Proofpoint – Senior Copywriter / Senior Editor**
2015 (contractor)
 Wrote and edited copy for:
 - Website refresh
 - White papers
- **Maxim Integrated Products – Senior Content Strategist / Senior Copywriter**

2014 (contractor)

Wrote copy for:

- Messaging hierarchies
- Emails
- Social Network
- Mobile
- Website

- **Americhip – Senior Content Strategist / Senior Copywriter**

2014 (contractor)

Strategized the optimal sales approach and wrote copy for:

- Video
- Direct Mail
- Emails

Financial Writing Employment

- **Nationwide Pet Insurance**

2016 – 2017 (contractor)

Wrote and edited copy, including financial/legal copy for:

- Print ads
- Websites

- **Disney Vacation Club**

2014 – 2016 (contractor)

Wrote the FAQs and legal copy for this Disney timeshare, including detailed financial and loan documents.

- **Proofpoint – Senior Copywriter / Senior Editor**

2014 - 2015 (contractor)

Wrote and edited copy, including financial/legal copy for:

- Website refresh

- **Verifi**

2011 – 2013 (contractor)

Wrote the entire website copy refresh for this end-to-end payment protection and management solutions firm.

- **ValueClick – Sarbanes Oxley Law Documentation Writer**

2006-2008 (contractor)

Wrote, rewrote, edited and proofed:

- Process documents
- Test Plans
- SOX manual for auditors

Client List

- | | |
|-----------------------------------|--|
| 1. Americhip | 19. NetApp |
| 2. AT&T | 20. Nuance Health Care Products |
| 3. Apple | 21. Pacific Bell |
| 4. Cisco | 22. Paramount Studios |
| 5. Disney Parks & Resorts Digital | 23. Proofpoint |
| 6. DisneyStore.com | 24. Qualcomm |
| 7. Epson | 25. Sierra |
| 8. Gallo | 26. Silk |
| 9. Goodyear | 27. Sony |
| 10. Hallmark | 28. The Walt Disney Studios |
| 11. Hewlett Packard | 29. Toyota |
| 12. IBM | 30. US of America |
| 13. Lexus | 31. ValueClick |
| 14. Master League Gaming | 32. Vizio |
| 15. Maxim Integrated Products | 33. Walt Disney Parks & Resorts Online |
| 16. Mitsubishi | 34. Warner Bros. |
| 17. Namco Bandai | 35. Wells Fargo |
| 18. Nationwide | 36. WWE |

Awards

Webby Awards, Hermes Awards, Pixel Awards, Web Awards and NBC Writing Contest

Education

St. John's College (BA)