




Haley Robinson

COPYWRITER & CREATIVE

 Houston, TX

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 www.haleyrobinson.com

 @realhaleyrobs

INDUSTRY EXPERIENCE

B2B
CPG
DTC
eCommerce
Health Care
Hospitality
Real Estate
Retail

SKILLS

Rhyming



Comedic Timing



Problem Solving



Curiosity



WORK EXPERIENCE

SENIOR COPYWRITER

Hothouse (Atlanta, GA) May 2022 - Present

- Craft B2B and B2C copy for a variety of platforms including web, digital, social, and video content
- Collaborate to produce compelling creative solutions
- Lead creative teams to develop award-winning campaigns

SENIOR COPYWRITER

Cart.com (Houston, TX) Mar 2021 - May 2022

- Grew leadership skills by heading the copy practice for Marketing as a Service (MaaS)
- Developed marketing strategies and copy for enterprise and SMB eCommerce clients

COPYWRITER → SENIOR COPYWRITER

MMI Agency (Houston, TX) Mar 2014 - Mar 2021

- Developed strategic creative campaigns for national companies, including launching successful DTC brands
- Learned how to ace search engine optimized content strategies

JUNIOR COPYWRITER

FKM (Houston, TX) Jun 2012 - Mar 2014

- Honed my craft while learning from seasoned creatives
- Helped win pitches and educate old clients on new mediums

EDUCATION HISTORY

BA in

Creative Advertising

2008 - 2012

Southern Methodist University

- Magna Cum Laude
- Academic Distinction in Advertising
- Founder of Mustang Mavericks