Debbie Baer | Copywriter

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# CONCEPTUAL COPYWRITERJANUARY 2019 - PRESENT

I help big companies humanize big ideas. Agency and in-house; specializing in digital copy, video scripting, brand identity & storytelling, brochures, and presentations.

## Clients include: Boeing, Boston Scientific, Ford, L’Oréal, Microsoft, Onduo, Philips, Pfizer, Porsche, T-Mobile, Rolls-Royce, and WatchGuard

## Agencies:[Indigo Slate](https://indigoslate.com/), [Live Marketing](https://www.livemarketing.com/), [Teague](https://teague.com/), [Continuum Clinical](https://continuumclinical.com/)

* Close deals between Fortune 500 companies with provocative B2B video scripts and presentations
* Increase and maintain user engagement with hooky headlines and sticky content
* Sell big, ambitious ideas by parsing and polishing dense SME speak to reveal the human-centered gold of new technologies, services, and products
* Collaborate with UX, research, marketing, and comms teams to optimize copy
* Edit and refine existing content to align with brand tone and strategic objectives
* Delight clients with on-time, on-brief deliverables
* Industry specializations: SaaS, Healthcare, ESG, Sustainable Energy

# UX COPYWRITERDECEMBER 2021 - PRESENT

I help companies educate, retain, and convert users. Specializing in creating a seamless, user-friendly digital experience with conversational, intuitive, helpful–and delightful–copy.

## Clients include: RBI International (Burger King), SFBCIC (Southern Farm Bureau Casualty Insurance Co), Boston Children’s Hospital

* Increase conversions with intuitive browsing and check-out flows
* Retain app users with clear, concise, and helpful copy
* Collaborate with research teams to understand and optimize user flow
* Co-work with design team to create cohesive user journey and eliminate roadblocks
* Eliminate inconsistencies by crafting comprehensive usage guides

# MARKETING COPY + STRATEGYJANUARY 2014 - PRESENT

I founded an e-commerce clothing company with nothing more than a great story, enticing copy, and the goods to back it up. I still love helping small business owners craft and communicate their own story through digital copy–including long & short form blogs, product descriptions, & emails–and strategic planning.

## Clients include: small business owners from coast to coast

* Grow online store sessions 25% and total orders 68% with targeted, compelling, and shareable copy ([The Willary](https://salamander-azalea-kj7k.squarespace.com/))
* Grow conversion rate 13% with lively, story-driven product descriptions ([The Willary](https://salamander-azalea-kj7k.squarespace.com/))
* Increase salon appointments 37% with consistent social media posting and alluring email newsletter updates with 38% open rate ([AKS](https://www.akschicago.com/))
* Create an aspirational yet warm brand voice to align with service price increase ([AKS](https://www.akschicago.com/))
* Increase website visibility with targeted SEO ([AKS](https://www.akschicago.com/))
* Focus resources and provide actionable insights with brand identity audits ([Alessandra Mackenzie](https://www.alessandramackenzie.com/), [Evolvh](https://www.evolvh.com/))

# COSTUME DESIGNERFOUNDATIONAL PRACTICE

Collaborated with producers, technicians, performers, and fellow designers to delight audiences with powerful acts of storytelling.

## Clients include: Tony-nominated theaters, international stages, & a Grammy-nominated band

# EDUCATION

## Northwestern University; Evanston, IL *- MFA School of Communication*

## Reed College; Portland, OR *- BA English Literature*

## Parsons The New School of Design; NY, NY *- AAS Fashion Design*

# SKILLS

Adobe Creative Suite, Microsoft 365, Miro, Figma, script writing, creative writing, trend forecasting, public speaking, DTC e-commerce, copyediting

# SPICE

Second City Chicago improv, Moth storyteller, potter, Outward Bound graduate, Pilates fiend