



Bianca Heath

COPYWRITER

313-737-4992

info@biancaheath.com

biancaheath.com

Detroit, MI

EXPERTISE

**Social Media Copy • Brand Partnerships • Brand Messaging and Guidelines • Creative Copywriting
Content Creation and Strategy • Education • Integrated Campaigns • Cross-Platform Copy**

WORK EXPERIENCE

Campbell Ewald

Brand Copywriter 2022 - Present

- Concepted and wrote over 80 projects across platforms — broadcast videos, radio, social media, OLA, landing pages, and trade show exhibitions — contributing to 6x media return on ad spend.
- Spearheaded the successful launch of OnStar's social media rebrand, achieving a 55% engagement rate surpassing established benchmarks.
- Collaborated with strategists and content team to concept and execute 2 annual content lineups, 14 social media calendars and influencer briefs for brand partnerships, and wrote over 140 organic and paid social posts.
- Concepted and wrote over 30 scripts across diverse platforms: social media, podcast trailers, radio, broadcast, product, client pitches, investment day, and hype videos.
- Wrote brand messaging guidelines for 3 new products/subscriptions, expanding General Motors' digital-first product portfolio and maintaining a cohesive voice across OnStar, Chevrolet, Buick, GMC, and Cadillac.

Independent Contractor

Freelance Brand Copywriter 2018 - 2022

- Specialized in crafting digital copy and brand messaging guidelines for women-owned minority brands across 8 industries: business coaching, education, social media, influencers, brand partnerships, brand design, self-development, and hospitality.
- Strategized and wrote copy for over 50 projects, spanning websites, messaging guidelines, blogs, email campaigns and CRM, press releases, product descriptions, and social media platforms.
- Managed client communications, project timelines, and revisions with precision, ensuring a flawless 100% project delivery record.

Creative Urban Education

District Title 1 Specialist 2014 - 2018

- Managed a 3.8 million-dollar federal and state education grant budget for three schools, serving 1,290 students.
- Directed grant compliance and district improvement teams, providing oversight for 72 teachers, 12 administrators, and a diverse group of community members and parent volunteers.
- Successfully led federal and state audits, achieving 100% compliance.

National Heritage Academies

Student Parent Liaison 2011 - 2014

- Coordinated student intervention programs and events for 41 teachers, 577 students, parents and community members.
- Introduced 5 programs that increased parent involvement by 25% and notably added a father-son initiative featured in a community newspaper and a primetime television news segment.
- Authored weekly newsletter and established a comprehensive community resource library.

VOLUNTEER WORK

- **Empowered Flower Girl:** wrote social media posts for their annual mentoring summit, surpassing their attendance goal by 18%.
- **Chef Shobe Annual Spice Drive:** authored a press release that led to a television news segment within just 7 days of publication.

EDUCATION

Oakland University

Bachelor of Arts, Psychology - 2009