

# BRANDON MA

215.410.9950 / Mr.BrandonMa@gmail.com / BrandonMa.net  
New York, NY

Seasoned Copywriter with digital experience pivoting into UX Writing for start-ups and established companies alike.

## EDUCATION

**University of Florida**  
Bachelor of Science in Advertising  
Class of 2014

## CERTIFICATIONS

**Certified UX Writer**  
UX Writer's Collective, 2020

**User Experience Design Circuit**  
General Assembly, 2017

## EXPERIENCE

### Digitas North America - New York, NY

Copywriter (2018 - Present)

Accounts: American Express

- Lead Copywriter on an Agile Marketing team stationed within American Express working in person with clients on a daily basis.
- Created email campaigns using data and best-in-class design practices to deliver valuable user experiences.
- Used testing and analytics to refine new iterations of creative for best results in KPIs like open rates and click-throughs.
- Co-chair of Asians in Motion, an internal Business Resource Group aimed at educating and celebrating Asian culture through events and activities at Digitas.

### TracyLocke - Wilton, CT

Copywriter (2014 - 2017) | Senior Copywriter (2017 - 2018)

Accounts: Starbucks, LifeWTR, Pfizer, JBL

- Lead copywriter responsible for conceiving, creating, and presenting integrated marketing campaigns with a team of brand creatives.
- Helped create branded consumer touchpoints that lead to retail, including point of sale, online ad placements, social media, and more.
- Ensured brand voices remain authentic, concise, and consistent at all consumer touchpoints.

### Swirl - San Francisco, CA

4A's MAIP Copywriting Intern (2013)

- Selected as part of a national program to place aspiring multicultural advertising professionals in agency internships across the country.
- Contributed copy on marketing elements for accounts such as Microsoft Stores, eBay, and The Marine Mammal Center.
- Wrote and produced two radio spots for Soy Vay.

## SKILLS

UX Writing	InVision
Copywriting	Adobe Photoshop
Agile workflows	Adobe InDesign
Sketch	Microsoft Office

