DEVIN PAPILLION

PROFILE

A human who's really crazy about the English written word.

Always seeking out new opportunities to showcase my skills while honoring deadlines (because they're sacred). Keeping integrity, passion and creativity at the forefront, my continued mission is to provide tangible results for individuals and brands who value quality over all.

PORTFOLIO: *WWW.DEVPAPILLION.COM*

SKILLS

Copywriting | Editing + Proofreading | B2B + B2C Copywriting | Long-form Editorial Writing | SEO | Content Design + Content Strategy | Contextual Marketing | Generative AI & LLMs | Demand Generation | Paid Media Strategy | UX/UI Writing | CMS (Hubspot, Bloomreach, Wordpress, etc.) | Social Media Strategy | Ghostwriting | Adobe Suite | Google Suite | Canva | Figma | Asana | Workfront | Slack | Microsoft Office Suite | Chicago Manual of Style + AP Style Formatting | Researching | Brand Voice + Identity Conception | Leadership | Adaptability | Detail-oriented | Teamwork | Collaboration

EXPERIENCE

SR. COPYWRITER + CONSULTANT + STRATEGIST + EDITOR; 2019 - PRESENT

- Consulting, creative direction, copywriting, editing and strategy for multiple design and copy elements across both print and digital mediums.
- Develops concepts, strategy, and ideation for print and digital narratives.
- Spearheads marketing campaigns from conception to execution (mostly in team settings; but also acts as a fractional consultant/creative director for individual clients).
- Builds comprehensive UX + UI strategies for various models (i.e. mobile apps, websites, etc.) followed by the respective written component(s).
- Constructs verbal identities centered on specific voice and tone guidelines.
- Creates, strategizes, and designs content centered around educational and thought leadership topics, intended for B2B & B2C audiences.
- Leads and organizes peers via content management systems (Asana, Workamajig, Workfront, Bloomreach, etc.)
- Develops, writes, and edits all written brand assets including blogs, social copy, press releases, email campaigns, newsletters, weekly magazine columns, and more.
- Creates both consumer and business-facing marketing collateral.

devinpapillion@gmail.com | www.devpapillion.com | 817.371.6558

- Drives digital traffic to marketing collateral via strategic frameworks & solution-oriented execution.
- Area(s) of focus: Finance, B2B Tech, FinTech, Payments, Financial Services, Investing, Private Wealth Management, Markets, Insurance, Health & Wellness, Healthcare, Pharma, Digital Marketing, Real Estate, B2C Branding & Strategy, Music Journalism, Long-form Editorial

Past + Current Collaborations Include:

- ONE
- Hubspot
- Intuit Inc.
- Goldman Sachs
- Ellevest
- Intuit Inc.
- CLEAResult
- Hype Group
- CK Creative Agency
- Trustly Inc.
- LightStream (Division of Truist Bank)
- State Farm
- LPL Financial
- Few Editorial & Creative Suite
- Ad World
- 312 Advisors
- Health Union
- bkm Officeworks
- The Hyacinth Group
- Monumental Windows & Doors
- The Forum PR
- Dallas Observer

SR. COPYWRITER (CONTRACT), FEW: EDITORIAL & CREATIVE SUITE; LOUISIANA – 2020 TO 2022

- Remote contract copywriter for a creative agency based in Baton Rouge, Louisiana.

- Responsible for delivering all desired written content for outside clients, including but not limited to: case studies, website copy, landing pages, resumes, blogs, articles, product descriptions, etc.
- Daily working use of social task platforms including: Asana, Gusto, Slack, LastPass, Google Docs, etc.

COPYWRITER, BRASS TACKS COLLECTIVE; 2018 – 2019

- Copywriter at a collective branding agency based in Dallas, Tx.
- Created copy and web content for a host of different clients seeking to either launch, change or re-create their brands.
- Assisted in the process of creating the brand's voice and tone. This included participation from project inception all the way through to final product delivery.
- Collaborated in a team atmosphere, with peers who occupied various disciplines (i.e. UX Designers, Graphic Designers, Videographers, Strategists etc) to produce desired results while assessing clients' unique, individual needs.

FREELANCE MUSIC JOURNALIST, DALLAS OBSERVER; – 2014 - 2018

- Freelance music journalist for local print publication in Dallas, TX.
- Crafted feature stories for local shows and renowned artists who performed in town.
- Developed press releases for upcoming local events, published in the paper's weekly print edition.
- Pitched unique story ideas to editorial team and staff for publication on the paper's website blog and news forum.

EDUCATION

B.S., FINE ARTS, CREATIVE WRITING, GENERAL STUDIES @ UNT & UT ARLINGTON – 2015