

# DANI MALLOY

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Copywriter, content strategist, and creative leader with over 12 years of experience across in-house and agency jobs. Key skills include:

B2C & B2B Copywriting - Editorial Strategy - SEO Writing - UX Writing  
Web Content Writing - Editing - Branding - Naming - People Management

## WORK EXPERIENCE

**Neptune Retail Solutions**, Chicago, IL January 2022 - present

**Junior Creative Director, Copy** (January 2023 - present)

**Senior Copywriter** (January 2022 - January 2023)

- Concepted and wrote seasonal omni-channel campaigns—including email and push content and in-app media—that drove up to a 290% increase in offer redemptions for Checkout 51.
- Developed creative concepts for RFPs that helped secure additional lucrative business with a powerhouse national grocery store chain.
- Lead copywriter for in-house creative team and the company's cash back app, Checkout 51.
- Write high-performing email copy, push notifications and UX copy for Checkout 51.
- Use Figma to collaborate with Product Managers and UX Designers on in-app UX copy.
- Developed voice, tone, and humor guidelines for Checkout 51's rebrand.
- Write and edit shopper marketing assets for CPG clients, including in-store shelf ads, point-of-purchase ads, environmental signage, digital out of home ads, mobile ads, and emails.
- Write copy for internal marketing, including LinkedIn posts, case studies, one-sheeters, RFPs, and sales decks.
- Promoted within one year for demonstrating excellent leadership skills, contributing to high-level marketing strategies, and collaborating with designers on best-in-class creative.
- Manage and mentor two full-time digital marketing employees. Provide thoughtful feedback on their work and guide professional development goals.

**Senior Copywriter** - CSSI Marketing + Culinary, Chicago, IL September 2019 - December 2021

- Wrote digital and print ads, sell sheets, newsletters, landing pages, email campaigns, video scripts, SEO product descriptions, sales decks, and social media posts for clients of CSSI, a B2B foodservice agency.
- Lead writer and editor for internal agency projects, including a company newsletter that I named (Industry Dish).
- Collaborated closely with art directors, creative directors, recipe writers, media producers, and account executives and directors.

## WORK EXPERIENCE, CONTINUED

**Copywriter** - Everspring, Chicago, IL

June 2018 - September 2019

- Embodied the voice of university partners to seamlessly deliver on-brand messages.
- Supported admission efforts from lead generation through enrollment with marketing copy, including LinkedIn InMail, email campaigns, print brochures, web copy, social media, and ad campaigns.
- Performed SEO keyword research and incorporated keywords into web copy and blogs to drive organic traffic.

**Content Manager** - Columbia College Chicago, Chicago, IL

October 2015 - March 2018

- Lead writer and editor for marketing content to recruit students, including email campaigns, web and SEO copy, ads, videos, mailers, one sheets, brochures, and event programs.
- Managed digital and print projects from conception to completion.
- Head content writer and content strategist for extensive home page overhaul for colum.edu.
- Hired, managed, and mentored a student editorial assistant.

**Groupon**, Chicago, IL

May 2012 - October 2015

**Editor** (June 2014 - October 2015)

**Associate Editor** (June 2013 - June 2014)

**Copyeditor** (May 2012 - June 2013)

- Wrote and copyedited product copy for national Groupon Goods ads and local deals.
- Wrote food and drink, beauty, and lifestyle articles for Groupon's blog, garnering thousands of page views.
- Incorporated SEO keywords into blogs and articles to drive traffic.
- Comprehensively trained new content producers to write for national channels.

**Education Coordinator** - ACGME, Chicago, IL

July 2011 - May 2012

- Edited department communications and print materials.
- Provided administrative and organizational support for conferences and seminars.
- Served as primary customer service point-of-contact for event attendees.

## EDUCATION

**Saint Xavier University** - Chicago, IL, BA in English

2011

- Summa cum laude graduate.
- Minors in Communications, Music, and Writing.
- Saint Xavier University volleyball team, 2007-2010; team captain, 2010.