



Copywriter

Columbia, SC (open to relocate) | (803) 556-2131 | fostersnipes2@gmail.com | [Portfolio](#) | [Linkedin](#)

Been There

- University of South Carolina, Columbia, SC - B.A. in Advertising - 2015—2019
- The Creative Circus - Copywriting - Sep 2025—May 2026

Done That

- Diesel Laptops - Columbia, SC
 - Creative Marketing Specialist - 1yr 1 month - (July 2025—Current)
 - Shifted messaging toward solution-subscription/SaaS selling, resulting in 14% revenue lift YoY in Q1
 - Increased organic web traffic by 20%+ YoY using SEO-rich content strategy and schema markup to optimize for AI search.
 - Implemented segmentation campaign from lost leads that drove 11% MoM sales increase. Best sales month since August 2022 (\$7M+).
 - Acquired by Snap-On, Inc. for \$100M in cash
 - Copywriting/Social/Graphic Design/Web/SEO/AIO/Video
- Pawmetto Lifeline - Columbia, SC
 - Social Media Manager - 2 yrs 2 mos - (8/2024—2/2025; Freelance 6/2025—1/2026)
 - More large breed dogs placed in 5 weeks than the whole year prior (39)
- Sumner Group - Gastonia, NC
 - Director of Social Media - 3 yrs 5 mos - (3/2021—7/2024)
 - Produce, edit, and promote video content through social and streaming platforms
 - Manage organic and paid social for all agency clients
 - Created landing pages & automation campaigns for email/SMS
 - Social/Copywriting/Graphic Design/Video/Account Management

Notable projects:

- Brought Mt. Olive Pickles into the NIL marketing space to launch Mt. Olive Pickle Juicers.
- Created a tagline for a local branch of a Fortune 500 chemical manufacturing company's safety week initiatives that was sent up the ladder and expanded to the global scale.
- Launched and co-managed a clothing brand based on a 1930's hunting club.
- Worked directly with the CEO and CMO of Boys & Girls Clubs of America to highlight their MLK Day of Service over email, social, and press.

Use These

- Meta Ads Manager
- Google Ads, GA4, Tags Manager
- Exceptional Presentation Skills
- Adobe Suite (Ps, In, Il, Ae, Pr, An, Me)
- Wordpress, Shopify, HTML
- GoHighLevel, SEMRush, Zapier, Ubersuggest
- Buffer, dlvr.it & Sprout Social
- AI (Runway ML, Perplexity, Artlist Studio, etc.)

References and Letters of Recommendation available upon request