

# Becca Hawk

is a Seattle-based copywriter and creative mind with 9 years of agency and in-house experience.

Portfolio: [beccahawk.com](http://beccahawk.com)  
[iambeccahawk@gmail.com](mailto:iambeccahawk@gmail.com)

## Education

MFA in Creative Writing  
Concentration: Flash Fiction  
University of Central Arkansas  
Conway, AR | 2013 - 2016  
*First-Year Writing Professor*  
*Grant Writing Graduate Assistant*

BA in K-12 Art Education  
Creative Writing & Art History minors  
Hope College  
Holland, MI | 2009 - 2013  
*Admissions Student Blogger*  
*Internships in Community Art, Art Restoration,*  
*Screenprinting, and Public Relations*

Art & Architecture Immersive Study  
Vienna Summer School  
Vienna, Austria | May 2011

## Interests

Street fashion (my closet is far too small)  
Mixology (making punch too strong)  
Amateur cycling, bikepacking & MTB (N+1 issues)  
Obnoxiously opulent backcountry camping  
Interior design & brown thumb gardening  
Teaching myself Procreate for iPad  
Falling on snowboards  
Tap dancing in my garage  
Dogs

## Strengths

passion | brevity | humor | poetry | candor |  
big ideas | tiny nuances | tech troubleshooting

## Relevant Experience

- Nov 2018 – Now **Copywriter** REI  
*Seattle, WA*  
Lead copy for co-op made gear, apparel and bikes  
Write 500 unique packaging items, 400 product information pages, 6 editorial zines and 10 staff training modules annually  
Lead & deliver all product names and select color names  
Juggled all of the above through a global pandemic
- 2018 **Associate Creative Director** Firewood.  
*San Francisco, CA*  
Led creative team on Google Play account  
Established voice & email style guide for Google Play rebrand  
Collaborated with global team for Play Points launch
- 2017 **Senior Copywriter** Firewood.  
*San Francisco, CA*  
Led and pitched creative for new business opportunities  
Served Google Payments as an embedded resource for product and promotional digital and UI copy  
Led social strategy for internal brand (doing it for the 'gram)
- 2016 **Copywriter** Firewood.  
*San Francisco, CA*  
Drove brand voice & creative strategy on digital communications for a myriad of Google products  
Built smaller accounts (LinkedIn, Airbnb, and Android Pay) into their own teams  
Collaborated with designers and stakeholders to produce high-quality work on tight timelines
- 2014 – 2016 **Associate Copywriter** Stone Ward Advertising  
*Little Rock, AR*  
Concepted and executed integrated campaigns for a wide range of 15+ clients, from fried chicken to blowout bars  
Pitched and won top account with full-service brand launch—and rode in a private jet for it, no less
- 2013 – 2017 **Freelance Copywriter & Graphic Designer** Misc.  
Took on side hustles with creative agencies & SMBs

## Gigs

**Content Manager & Creator** Non Basic Blonde  
**Published Poet, "Go Home, You're Drunk"** Dancing Girl Press  
**Transcriptionist** Fairly Painless Advertising  
**Editorial Assistant** Toad Suck Review  
**Section Editor & Columnist** The Anchor  
**Gallery Associate** Good Goods  
**Gallery Docent** DePree Art Gallery  
**Attractions** Pirate's Cove Adventure Park