

# Becca Hawk

is a Seattle-based copywriter and creative mind with over a decade 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  
First-Year Writing Professor  
Grant Writing Graduate Assistant

### BA in K-12 Art Education

#### Creative Writing & Art History minors

Hope College  
Admissions Student Blogger  
Internships in Community Art, Art Restoration,  
Screenprinting, and Public Relations

### Art & Architecture Immersive Study

Vienna Summer School  
Vienna, Austria

## Gigs

**Content Manager & Creator** Non Basic Blonde

**Published Poet** 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

## Strengths

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

Figma • Adobe Creative Cloud • Asana  
Microsoft Business Suite • Google Suite

## Relevant Experience

May 2022 – Now **Senior Copywriter** REI Co-op, Brand Lab  
*Seattle, WA*

Create campaign concepts for 10+ seasonal, activity and product campaigns  
Write and direct brand video and radio spots  
Execute organic social, paid social and search creative  
Collaborate with art directors on photo direction and styling  
Collaborate with designers on campaign systems  
Interview all prospective copy hires

Nov 2018 – May 2022 **Copywriter** REI Co-op, Co-op Brands  
*Seattle, WA*

Lead copy for co-op made gear, apparel and bikes  
Wrote 500 unique packaging items, 400 product information pages, 6 editorial zines and 10 staff training modules annually  
Lead & delivered all product names and select color names  
Juggled all of the above through a global pandemic

2018 **Associate Creative Director** Firewood. (Media Monks)  
*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. (Media Monks)  
*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. (Media Monks)  
*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 – Now **Freelance Copywriter & Graphic Designer** Misc.

Took on side hustles with creative agencies & SMBs