


RENÉE SUMNER

LET'S GET IN TOUCH!

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EDUCATION

Savannah College of Art & Design (SCAD)
BFA in Advertising, Focus in Copywriting

SKILLS

- Copywriting
- Creative Direction
- Digital Marketing
- ActiveCampaign
- Social Media Strategy
- SEO & Google Analytics
- WordPress & Kentico CMS
- Adobe Creative Suite
- Microsoft Office

ADDITIONAL FREELANCE EXPERIENCE

December 2013–Present

- GGP, Ahh Green Spa, group46, SapientNitro, Island Communications, AEI Marketing

ROLES & POSITIONS

Senior Copywriter

Movéo Integrated Branding | July 2022–July 2023

- Drove content creation for multi-channel communications strategy, encompassing digital solutions, white papers, email, websites, and video, to effectively engage target audiences and drive brand success for B2B industry clients including G&W Electric, Sterling Solutions, and OSM Worldwide.

Digital Content Manager

DCI Marketing | December 2019–July 2022

- Oversaw the content development for Subaru, GMC, Nissan, Meta Oculus including retail fixtures, online articles, website development, and email campaigns.

Communications Consultant | Freelance

Northwestern Mutual | September 2019–December 2019

- Led the development of integrated communications to educate the home office and field about health and retirement benefits.

Copywriter | Freelance

Kohl's | June 2019–August 2019

- Concepted for holiday brand campaign deliverables. Wrote copy for in-store displays, digital discounts, website promotions, and social media posts.

Digital Content Manager | Freelance

DCI Marketing | August 2018–May 2019

- Implemented strategy and oversaw the content for Subaru Drive magazine including online articles, website development, and email subscriptions.

Copywriter | Freelance

USG | February 2018–August 2018

- Managed and created content for the customer portal. Researched and wrote informative articles including product updates, and advertorials.

Copywriter

Epsilon | November 2015–February 2018

- Wrote for a variety of deliverables including print, email, social media, video, and more for Google, Johnson & Johnson, Del Monte, and Nature's Way.