

Summer Rudas

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Strategic creative producer and copywriter with a background working for pre- and post-launch direct-to-consumer and retail CPG brands across all channels (paid, organic, email, SMS, website, OOH, POS, packaging, scripts). Experience taking brands from idea to launch by supporting go-to-market plans and leading content execution. Comfortable in front of and behind the camera in fast-paced, let's-get-it-done environments.

SKILLS & CAPABILITIES

Copywriting | Content Strategy | Content Creation | Creative Direction | Go-to-Market Plans | Notion | Google Suite | Airtable | Shopify | Figma | Song Writing

FULLTIME

GEM — Creative Producer

2022 - Present

- Develop content strategy across all owned channels (TikTok, Facebook, Instagram, Twitter, YouTube)
- Increased Instagram following by 11,000 in 9 months by producing and executing original video and still content
- Grew TikTok following by 600 in 1 month by producing and executing original content native to the app
- Generated Facebook and Youtube content in concert with the growth team that grew attributed sessions by 65% and 166% respectively
- Grew sales by 33% in 90 days by producing engaging and relevant ad content across all paid and organic channels
- Wrote email copy to encourage bundling orders that grew the average order value by 11% in 90 days
- Increased total orders by 22% by providing the growth team with on-brand, high-converting content to be used across all paid and organic channels
- Develop briefs and own relationships with external creators and influencers to grow sales, brand equity and followers
- Improved conversion rate by 21% by updating website and funnel copy to speak directly to our core audience

SuperMush (Into the Multiverse) — Creative Producer/Copywriter

2021 - 2022

- Ideated, designed and executed 360° go-to-market campaign across Facebook, Instagram, YouTube, Pinterest, Guerilla and OOH growing sales from \$0 to \$40K monthly in three months
- Wrote and maintained on-brand copy of entire website garnering 20K+ visitors a month
- Wrote copy and creative directed content across three uniquely positioned accounts (Multiverse, Into the Multiverse and SuperMush)
- Created external facing company tagline leveraged across all channels
- Developed scripts and creative directed social videos used as top-of-funnel content on all owned channels
- Wrote copy and creative directed OOH billboards featured on 11 prominent units in Los Angeles
- Wrote quarterly investor update decks aligned with brand tone to convey business metrics and updates
- Crafted short and educational intro and outro for in-house podcast used to increase brand awareness
- Wrote supplemental copy for Erewhon launch including Tonic Bar collaboration and Paid/Organic Social blitz

FREELANCE

Hydrant — Copywriter

2022

- Refreshed website copy to align with new brand tone and messaging

2021

- Wrote point-of-sale headlines for endcap displays in major grocery chain for two separate audiences
- Developed romance copy for materials included in Hydrant and Bump Box partnership deliveries

Everytable — Copywriter

2021

- Wrote copy and created structure for Everytable and LAist partnership email that reached 120K subscribers

Troop — Copywriter

2021

- Wrote email copy to drive crowdfunding investments on Republic.co – as of January 2022 the campaign has raised \$220K

THE FUN STUFF

Hi! I'm Summer. I've taken an untraditional and roundabout path to becoming a Copywriter. Prior to working with SuperMush and these amazing clients I was an actor, model, released two albums and received my Level 1 Sommelier certification. I'm an avid surfer, recreational cook and obsess over the harmony of language and art. To me, copywriting is poetry with a call to action. Let's make some magic.