

# Summer Rudas

(714) 402-9224 | SummerSkyRudas@gmail.com

Creative and strategic copywriter with a background working for pre- and post-launch direct-to-consumer and retail CPG brands across all mediums (email, social, website, OOH, POS, packaging, scripts). Experience taking brands from idea to launch by supporting go-to-market plans and leading copy execution on omni-channel campaigns. Comfortable in fast-paced, let's-get-it-done environments.

## FULLTIME

### SuperMush (Into the Multiverse) — Copywriter/Chief of Staff

June 2021 - PRESENT

- 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
- Write and maintain on-brand copy of entire website garnering 20K+ visitors a month
- Write copy and creative direct content across three uniquely positioned accounts (Multiverse, Into the Multiverse and SuperMush)
- Created external facing company tagline leveraged across all channels
- Develop scripts and creative direct social videos used as top-of-funnel content on Paid Social and Paid Search channels (YouTube, Facebook, Instagram, Tik-Tok, Pinterest)
- Write copy and creative direct OOH billboards featured on 11 prominent units in Los Angeles
- Write quarterly investor update decks that align with the brand tone and 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
- Creative direct email drip campaign designed to increase conversions and repurchases

## 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

### Willow — Copywriter

2021

- Conducted industry audit and found white space to highlight hero product's most impactful differentiation
- Wrote copy and provided creative direction for hero product label and packaging
- Simplified complex, scientific horticulture practices to clearly portray benefits
- Wrote About Us page on website to engage top-of-funnel customers by explaining benefits and origin story

### The One Thousand — Copywriter

2021

- Conducted industry audit and generated on-product label hierarchy for yet-to-be-launched salad dressing by an unnamed best selling author/chef to be sold in major national grocery chain
- Wrote About Me and origin story copy for author/chef to be used on website and label
- Created unique tasting guide to clearly describe flavor profile on product label

## SKILLS & CAPABILITIES

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

## 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.