

# ALLISON REBECCA PENN

copywriter; creative thinker

[allisonrebeccapenn.com](http://allisonrebeccapenn.com)

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## INTRODUCING

**Hi. I'm Allison, but you can call me ARP.**

Been creating since before I could hold a crayon and dancing as long as I can remember.

Child at heart, short in stature and creative at large, that's me.

## CREATING

**Reebok** | Boston, MA

Contract Copywriter | Aug 2019 – Present

Write high-performing copy for global and US digital campaigns, experiences and product activations. Drive storytelling and lead copy creation on high-profile projects like global loyalty rebrand (150+ individual assets), holiday 2020 campaign (\$30M in US eCom demand) and Reebok First Pitch, a kickstarter-like experience—but for sneakers. Collaborate with and mentor designers, internal partners and external agencies to craft clear and compelling creative. And...buy way too many shoes.

**Have Laptop Will Write** | Boston, MA

Freelance Copywriter // Content Writer | Jul 2016 – Present

Challenge accepted—whatever the medium, whatever the voice. Fulfill any copy-based request from email to radio, print mail to blog posts, landing pages to marketing collateral and more. Experienced with SEO, A/B testing, lead and conversion driven copywriting, channel best practices and pulling all-nighters to hit quick turn deadlines.

Sperry • Zipcar • Monotype • Rocketbook • Northeastern University • Akamai Technologies • Buildium • Liteboxer • Blueprintgreen • Career Coaching & Consulting • LogMeIn • Combined Jewish Philanthropies • Effectv • HBO Max • USALLIANCE • Arvest Bank • Cambridge Trust • Salem 5 Bank • FUNDopolis • Wintersilks • Sahalie • Appleseed's • Attn:Grace • AuraGlow • Foxrock Painting

**Forge Worldwide** | Boston, MA

Associate Copywriter | Jun 2018 – Jan 2019

Concepted and wrote social, print, and digital copy for clients. Curated the agency's social channels.

National Fire Protection Association • Isenberg School of Management • Harvey Building Products • NH Motor Speedway

**Boathouse Group** | Waltham, MA

Contract Copywriter | Feb 2018 – Jun 2018

Wrote print, social, digital, and identity language that moved clients to tears and inspired tweens to call me “woke.”

Beacon Academy • University Hospitals • Eversource • WBUR • Belmont Savings Bank • Lahey Hospital & Medical Center

**Havas Edge** | Boston, MA

Copywriter | May 2016 – Jan 2018

Concepted and wrote print mail and email copy for CenturyLink: 200+ individual deliverables, sending over 206M pieces of mail and 93M emails. Wrote email, digital ads, scripts, and print mail for clients and pitches. Became a print mail nerd.

CenturyLink • Casper • Plated • Boys & Girls Clubs of Boston • SunTrust Bank • Mutual of Omaha

**Small Army** | Boston, MA

Copywriting Intern | Jan 2016 – May 2016

Concepted and wrote email, digital, radio, and print copy for clients as well as shaped the agency's repositioning.

Blue Hills Bank • Boston Medical Center • Jewish Arts Collaborative

**Arnold Worldwide** | Boston, MA

Creative Intern | Jan 2016 – Mar 2016

Assisted creative directors with copy and concepts from large campaigns to small social projects.

Avocados From Mexico • Jack Daniel's • Ocean Spray

## WINNING

Silver Hatch Award • Student Campaign

Merit Hatch Award • Student Single Entry

Radio Mercury Award Finalist • Student Produced Spot

## REFERENCING

**Matt Ledoux** | Freelance creative director | [matt@captainsofcontent.com](mailto:matt@captainsofcontent.com)

**Steve Reepmeyer** | Freelance creative director | [sreepmeyer@gmail.com](mailto:sreepmeyer@gmail.com)

## LEARNING

**Boston University College of Communication • January 2016**

Bachelor of Science in Communication, Magna Cum Laude