

BROOKE NAVARRO



+1 909-480-9201



brookenavarro27@gmail.com



www.brookenavarro.com



[linkedin.com/in/brooke-navarro/](https://www.linkedin.com/in/brooke-navarro/)

COPYWRITER + CREATIVE STRATEGIST

A seasoned writer with a broad background in copywriting and content strategy for beauty, wellness, luxury fashion, real estate, and furniture brands. A storyteller of multiple forms, with detailed experience writing digital ads, advertorials, script writing for production, web copy—and beyond.

PERSONAL SKILLS

- Creative
- Passionate
- Highly collaborative
- Self-aware
- Reliable and professional
- Organized
- Adaptable
- Fast learner
- Motivated
- Detail-oriented

PROFESSIONAL SKILLS

- Scriptwriting
- Proofreading
- Concept development
- Print ad copywriting
- Digital copywriting
- Website copywriting
- Creative strategy
- Web content development
- Blog writing
- Content creation
- Email marketing

WORK EXPERIENCE

COPYWRITER

Wicked + PR & Marketing, 2023 - Now

-Responsible for creating compelling, engaging content across a diverse portfolio of clients within the luxury real estate, resort, hotel, travel and lifestyle industries.

Clients: Pendry Hotel, Yerba Buena Island, Caldera Springs, Tehama Carmel Homesites.

COPYWRITER

Mutesix, 2021 - 2022

Wrote performance-driven, direct response copy for various clients daily, mostly in the realm of beauty, fashion, and wellness. Strategized and rote copy for various mediums, including Facebook, email, Google, landing pages, video scripts, advertorials, and PPC ads.

Clients: Denver Modern, Barefoot Dreams, Moonjuice, Mavette, Popflex, The Bottle Haus, SFMoma, MUSH Foods, DOLAN, hanni, etc.

FREELANCE COPYWRITER

QDL Agency & Takeya USA, 2023 - Now

Develops and executes technical and creative copy on a daily basis for blogs, brand communications, products, sales, and marketing collateral.

Clients: Clark's Botanicals, Goldfaden MD, Surya Spa, Dorne, ThermoFlask.

CREATIVE COPYWRITER

Techstyle Fashion Group, 2020

Developed ad copy for client brands--*Savage X Fenty, JustFab, Fabletics, Shoedazzle, Fabletics Men, and FabKids*. Wrote voiceovers and scripts for commercials and social media videos, ideated video concepts, prepared presentations, and pitched ideas to client brands. Collaborated with a team of strategists, art directors, editors, and developers to produce high-quality copy communications, from concept to execution.