

SANDY SANCHEZ

UX & BRAND COPYWRITER

EXPERIENCE

Freelance Copywriter & Strategist

New York, NY

2022 - Present

I work with early-stage start-ups and established brands on all things copywriting.

- Brand strategy and verbal identity
- UX and digital copywriting
- Brand and social media copywriting
- Brainstorming brand and product names

Copywriter | Red Antler

New York, NY

2021-2022

I worked cross-functionally with the brand, strategy, digital, industrial design, and advertising teams and wrote copy for pre-launch brands and established brands.

- Verbal identity guides with tone of voice and messaging
- Brainstorming brand and product names
- UX and digital copy for homepages, about pages, product pages, and more

Brand Copywriter | Thinx

New York, NY

2019-2021

I worked cross-functionally with the brand, digital, product, and social media teams to break period and incontinence taboos.

- Brand copy, digital copy, and social copy for new product launches
- Updated the Thinx Tone of Voice Guide
- Scriptwriting for educational product videos and brand videos
- Educational editorial pieces for the Thinx blog
- Revamped the Thinx website to implement SEO

Junior Copywriter | McCann

New York, NY

2018 - 2019

I worked on the Mastercard team to write for *Priceless* campaigns, social media copy for Mastercard, and partnerships with American Airlines, GRAMMYS, and Stand Up to Cancer.

Junior Copywriter | Y&R

New York, NY

2017 - 2018

I worked on advertising campaigns for Optimum, Port Authority, JPMorgan Chase, Bumble Bee Tuna, RetailMeNot, Dell Gaming, and new business.

Copywriter Intern | DDB

Chicago, IL

2017 - 2018

I brainstormed campaign ideas for Skittles, McDonalds, Capital One, State Farm, and Jeep.

CONTACT

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www.sandysanchez.xyz

EDUCATION

University of Texas at Austin
B.S in Advertising

Texas Creative Sequence
McCombs Business Foundations

SKILLS

Brand Copywriting
Digital Copywriting
User Experience Writing
Content Design
Content Strategy
Brand Strategy
Tone of Voice
Messaging
Naming
Storytelling
Content Creation
Spanish-Speaking
Figma

HONORS

ADCOLOR Future 2018

MAIP Fellow 2017

MAIP Fellow 2016

LEISURE

Discovering rare books
Pilates & barre
Curating travel recommendations
Writing my newsletter
Dinner parties
Hosting markets in NYC
Roof gardening