

Austin Powe | Senior Copywriter

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EXPERIENCE

Sr. Digital Copywriter at **Bloomberg Studio**, 2021 - present

Worked closely with diverse stakeholder types to build marketing assets and product messaging strategies..

- Produced video scripts, websites, social posts, concept decks, SEO, podcast and radio ads, sell sheets, and more.
- Built "Bloomberg Pro Tips" series of 50+ short-form edutainment videos, delivering 1.5M views and 73k clicks.
- Established messaging strategies for AI, financial news, and sustainable investing campaigns.

Sr. Copywriter at **Big Spaceship**, 2015 - 2021

Joined the agency as a content strategist and advanced into a senior copy role. My process still

- Concepted, wrote, and launched campaigns for **Starbucks** around Earth Day, Halloween, and Holiday Red Cups.
- Curated, wrote, and community managed **YouTube's** daily content across 100M+ followers on 5 social channels.
- Developed voice, curatorial style, and E3 event coverage for **YouTubeGaming**, growing from 0 to 1.5M followers.
- Pitched new games and created annual campaigns for **Hasbro's** family games and Disney Princess collections.
- Wrote and edited BTS content for **Sony** during Little Women, Into the Spider-Verse, and Venom premieres.

Freelancer at **OkCupid**, **GitHub**, and **Moff Toys**, 2015 - 2021

Freelanced as a copywriter, social strategist, channel strategist, and web developer. I know a little about a lot!

Jr. Designer at **87AM**, 2014

Designed web banners and social content for clients like **Disney on Ice** and **Monster Jam**.

Intern Copywriter at **Wieden+Kennedy NY**, 2014

Wrote social content and pitched strategies for clients like **Equinox** and **Delta**.

EDUCATION & AWARDS & SKILLS

University of Oregon

B.A., Journalism and Advertising

Minor in Digital Arts and Honors

[Shorty Award, 2017](#). Best Call to Action. YouTube #VoteIRL

[Shorty Award, 2018](#). Gold Honor in GIFs. Converse First Day Feels

Comfortable producing work and communicating via Google Suite, Figma, MS Office, the Bloomberg Terminal, Sprout Social, Sprinklr, Asana, Workfront, Photoshop, Javascript, WordPress, MailChimp, as well as learning new tools.

AUSTIN LIKES...

brand strategy | scifi novels | thinking solo at first, collaborating soon after | tiki bars | testing and learning | letterboxd research | disco | creative briefs with room for questions | knitting stitch dictionaries | new pens | tracked changes