# Clara Scott

Senior Copywriter | Brand Voice, Campaign and Cross-Channel Copy
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## SUMMARY

Senior copywriter with 7+ years of agency and in-house experience writing brand, campaign, email, cross-channel, social, and video copy. Recently wrote for Curology, a direct-to-consumer skincare brand, including concept and cross-channel copy for its October 2026 Dove Cameron collaboration campaign, and for its luxury sister brand, Agency, working with product marketing and legal counsel to keep messaging on-brand and compliant. Built voice and tone guidelines, style guides, and content governance systems at CI&T, and taught colleagues and Volkswagen clients how to use them. Mentored and edited junior writers. 2024 Bronze Effie winner.

## SKILLS

**Voice and tone:** Brand voice development, voice and tone guidelines, style guides, copy governance, editing and mentoring writers
**Copywriting:** Campaign concepts, email and cross-channel copy, landing pages, organic and paid social, video scripts, A/B testing
**Tools:** Asana, Figma, Contentful, Optimizely, Google Analytics 4, Jira, Adobe Creative Suite, Google Workspace, Claude

## EXPERIENCE

### Senior Copywriter (Contract)

*Curology, Remote | Aug 2026 – Oct 2026*

- Wrote at every stage of concepting and copy development for the October 2026 Dove Cameron x Curology collaboration campaign.
- Created copy and style guides for every campaign channel: paid and organic social, full-production video assets, and scripting.
- Led concepts and copy for other cross-channel campaigns across Curology and its luxury sister brand, Agency, including email, social, and video and motion scripts.
- Co-developed brand guidelines for Curology and standalone initiatives to keep voice and visuals consistent.
- Worked with product marketing and legal counsel to keep messaging on-brand and compliant.

### Senior Copywriter and Content Strategist

*CI&T, Remote | Sep 2024 – May 2026*

- Wrote copy and content, including landing pages, for the Volkswagen app and related digital products.
- Built content governance systems that kept brand voice 100% consistent across teams and global product lines.
- Introduced content governance concepts to Volkswagen clients.
- Created UX writing frameworks, tone guidelines, and style guides adopted company-wide. Taught colleagues copy best practices.
- Worked with design, product, and research on focus groups, tree testing, card sorting, and A/B tests around the Volkswagen app.

### Copywriter

*MRM, Detroit Metropolitan Area | Jul 2022 – Sep 2024*

- Led copy for GM's "Bring Us Your Talent" technician recruitment campaign.
- The campaign won a 2024 Bronze Effie and increased year-over-year leads by 93%.
- Wrote digital brand content, including landing pages, for GM Customer Care & Aftersales, covering GMC, Buick, and Cadillac.
- Audited content migration of 400+ webpages for the mycertifiedservice.com transition, preserving SEO and brand standards.
- Built modular content frameworks so updates could scale across digital sites and dealer platforms. Partnered with UX and analytics teams to improve engagement and conversion. Pitched and presented work to clients.

### Junior Copywriter

*DP+, Farmington Hills, MI | May 2021 – Jul 2022*

- Moved from 2019 intern to full-time copywriter. Wrote across broadcast, digital, OOH, and voice, including integrated campaign content for automotive, retail, and healthcare clients.
- Wrote email and cross-channel copy, video scripts, and data-driven smart speaker copy for Google Home and Amazon Alexa.
- Worked with creative directors and strategists from concept to execution on campaigns tied to KPIs. Pitched work to clients.

## AWARDS

**2024 Bronze Effie, Automotive Aftermarket:** GM CCA "Bring Us Your Talent" campaign (MRM), lead copywriter
**2020 IAC Awards, Best Restaurant Online Ad and Best of Show Online Ad:** Subway (DP+), copy development

## EDUCATION

**University of Michigan,** Ann Arbor, MI | BA, Creative Writing & Literature, English