

Olivia Bowman

bowmanolivia1@gmail.com · www.bowmanolivia.com · [linkedin.com/bowmanolivia1](https://www.linkedin.com/bowmanolivia1)
· she/her/hers or they/them/theirs

COPYWRITER

Results-driven copywriter with over 4 years of experience across advertising and editorial. Work with prominent brands and publications including Nike, Bustle, Forbes Vetted, Elite Daily, Insider, and Apartment Therapy. Craft compelling digital social, and retail copy for key campaigns and communications, generating revenue and boosting readership. Well-organized with strong communication skills and passionate about inclusive, accessible language.

SKILLS

Copywriting & Editing
Public Speaking & Presenting
Researching

Team Collaboration
Stakeholder Communication
Adaptability

Conceptual Writing
Brand Identity
Attention to Detail

PROFESSIONAL EXPERIENCE

Nike

April 2022 - November 2023

Digital Copywriter (Contractor)

- Increased engagement on Nike.com and on social media platforms through crafting clear, compelling copy in alignment with Nike brand voice, seasonal campaign directives, and channel best practices
- Collaborated with designers, creative team, and cross-functional partners to concept, produce, and deliver high-priority campaigns within budget, timeline, and scope
- Partnered with senior writers to craft comprehensive messaging recommendations and narrative frameworks that guided brand and category tone of voice and positioning
- Presented copy and ideas to cross-functional stakeholders, working with them to understand messaging needs and interpreting layered feedback while maintaining a clear point of view
- Proofread and self-edited all deliverables; provided feedback on AV and photo assets
- Briefed in and oversaw co-writers and external creative partners as needed
- Created final copy documents for each deliverable, ensuring accuracy and consistent formatting

Various Publications

April 2021 - Present

Freelance Writer

- Pitch and contribute stories to online publications, including but not limited to: Insider, Apartment Therapy, and Forbes Vetted
- Topics of coverage include social justice, sustainability, lifestyle, home, and commerce writing
- Adjust tone of voice and formatting as needed per each site's audience and style guide
- Perform research and interview expert sources to ensure quality and accuracy of reporting
- Cover landmark sale events as needed, including Black Friday and Cyber Monday

Bustle Digital Group

June 2021 - April 2022

Commerce Writer

- Boosted affiliate revenue for BDG's top sites (Bustle, Elite Daily, Mic, and Inverse) through writing high-quality product roundups
- Product categories included beauty, pets, fashion, home, and lifestyle
- Produced engaging intros, product copy, and subheds for product roundups with 25-75 items
- Built and updated outdated roundups and product information in BDG's CMS, leading to an increase in page views and improved user engagement

- Pitched and wrote stories for AT and Kitchn's commerce sections, boosting site traffic and resulting in increased revenue and brand recognition
 - Identified emerging trends in the home goods industry through research and product testing
 - Coordinated shipment of product samples to AT staffers for reviews
 - Compiled and edited staff reviews for inclusion in AT's "Best List" franchise
 - Strengthened relationships with PR reps through consistent communication
 - Revamped outdated content in Wordpress and AT's product database, leading to an increase in page views and improved user engagement
-

EDUCATION

University of Oregon

Bachelor of Arts, Advertising
Minor in Political Science
September 2015 - June 2019

Instituto Ciencias Comerciales

Study Abroad Program in Rosario, Argentina
Advertising and Culture
June - August 2018

PUBLICATIONS

Apartment Therapy: www.bowmanolivia.com/apartment-therapy

Forbes: www.bowmanolivia.com/forbes-vetted

Insider: www.bowmanolivia.com/insider

Bustle: www.bowmanolivia.com/bustle

Elite Daily: www.bowmanolivia.com/elite-daily

Mic: www.bowmanolivia.com/mic

Inverse: www.bowmanolivia.com/inverse

TOOLS

Airtable
Figma
Slack

Google Drive/G-Suite
Keynote
Zoom

Sprinklr
Microsoft Office
Canva

SOCIAL MEDIA



[linkedin.com/bowmanolivia1](https://www.linkedin.com/company/bowmanolivia1)



[@bowmanolivia](https://www.instagram.com/bowmanolivia)
