

# DAWN SANDAHL

dawn.sandahl@gmail.com

| 906-290-1621

| Detroit, MI

| [dawnsandahl.com](http://dawnsandahl.com)

## senior copywriter

## EXPERIENCE

---

2022-PRESENT QUIP

### Senior Copywriter

- ▶ Defined brand voice and implemented copy strategy for rapidly maturing oral care start-up
- ▶ Owned and directed cross-functional campaigns to drive brand awareness and subscription growth

2021-2022 CHEWY

### Senior Copywriter - Contract

- ▶ Executed multi-channel marketing, high-volume email campaigns, and brand identity projects for a top-tier online pet retailer

2020-2021 AMAZON

### Copywriter - Contract

- ▶ Produced high-impact recruitment content for the largest internal staffing agency in North America
- ▶ Developed a brand voice to streamline candidate acquisition across diverse digital platforms

2018-2020 LATCHA+ASSOCIATES

### Copywriter

- ▶ Managed CRM and aftersales marketing initiatives for Kia Motors America, focusing on retention.
- ▶ Drafted personalized communication streams that increased service appointment conversions.

2016-2018 MXM, PART OF ACCENTURE INTERACTIVE

### Junior Copywriter

- ▶ Collaborated on creative assets for global brands: Fiat-Chrysler, T.G.I. Friday's, and Great-West Financial.

## EDUCATION

---

2007-2010

CENTRAL MICHIGAN UNIVERSITY

B.S. in English Literature

- ▶ Creative Writing Concentration