

DAWN SANDAHL

Senior Copywriter

dawnsandahl.com

906-290-1621

dawn.sandahl@gmail.com

Detroit, MI

EXPERIENCE

quip

Senior Copywriter | 2022 - PRESENT

- Managed all copy strategy and execution as the sole, do-it-all writer across multiple launches
- Defined brand voice and copy strategy for the oral care startup as it scaled to profitability
- Directed cross-functional campaigns that boosted growth by +14M in 2025 alone

Chewy

Senior Copywriter - Contract | 2021 - 2022

- Led lifecycle and Autoship copy during a high-volume online shopping boom
- Created TOV guides, copy banks, and brand guidelines for the Autoship program
- Mentored junior and mid-level writers while executing high-volume multi-channel campaigns

Amazon

Copywriter - Contract | 2020 - 2021

- Hired as the first-ever copywriter to lead lifecycle and nurture campaigns during peak Covid-19
- Drove millions of applicant conversions for the largest internal staffing agency in North America
- Developed a scalable brand voice to streamline candidate acquisition across digital platforms

Latcha

Copywriter | 2018 - 2020

- Managed CRM and aftersales marketing initiatives for Kia Motors America, focusing on retention
- Drafted personalized communication that successfully increased service appointments
- Concepted and pitched new products: brochures, naming paint colors and ownership apps

Accenture

Junior Copywriter | 2016 - 2018

- Created assets for global brands: Stellantis, T.G.I. Friday's, and Great-West Financial

EDUCATION

Central Michigan University

B.S. in English Literature

- Creative Writing Concentration

SKILLS

- Brand Voice & TOV Guidelines
- Concepting & Campaign Strategy

- Lifecycle & CRM Marketing
- Team Mentorship

- UX/UI Copy
- Omnichannel Strategy