

Bailey Rose Cain

956-369-0522 • Austin, TX • baileyrcaain@gmail.com

EXPERIENCE

Copywriter

Jun. 2017 – Present

3/Thirds | Portland, OR (*remote*)

- Copywriting and developing content strategy for clients in industries spanning tech, public utilities, and e-commerce.
- Conducting client needs assessments regarding target audience, brand strategy and campaign goals.
- Collaborating with graphic designers to brainstorm a creative direction and create a cohesive set of deliverables.
- Presenting copy to clients and managing client feedback meetings.
- Copyediting final assets to ensure clear, error-free content for clients.

Project Experience:

- Multi-channel marketing campaigns, Video and radio scriptwriting, Social media advertising, New client branding, Existing brand refreshes, Email marketing, Experiential marketing, UX writing, Display advertising, and SEO

Key Clients:

- Adelsheim Vineyard, Airbus Foundation, **Autodesk**, The Hawaiian Electric Companies, **LegitScript**, McCollum Heritage 91, **Meta**, **Nike**, Outrigger Hotels & Resorts, and **PacifiCorp**

Copywriter

Jun. 2015 – Jun. 2017

Freelance | Portland, OR

- Copywriting and copyediting for clients in industries including tech and public utilities (listed above).

Social Media Community Manager

May 2014 – Nov. 2014

Main Street Hub | Austin, TX

- Wrote social media content and managed Facebook, Instagram, and Twitter communities for a portfolio of 140+ clients.
- Responded to customer reviews across Google, TripAdvisor, and Yelp on clients' behalf, using a consistent brand voice.
- Consistently ranked in the weekly **Top 3 for Content Engagement** amongst internal team of community managers.

Psychophysiology Researcher

May 2013 – May 2014

MediaScience | Austin, TX

- Managed and trained a team of research assistants at a neuromarketing media and advertising research facility.
- Analyzed biometric data (EDA, heart rate, and eye tracking) to determine moments of peak engagement in various TV shows and advertisements.
- Presented data findings to **executive leadership at Disney, ESPN, FOX, ABC**, and others.

EDUCATION

The University of Texas at Austin | Bachelor of Arts in Psychology

2010 – 2013

- Plan I with Honors

SKILLS

Copywriting | UX Writing | Scriptwriting | Content Strategy | SEO | Copyediting | Market Research