

SENIOR COPYWRITER — BRAND VOICE & MARKETING CAMPAIGNS

Nearly twenty years shaping *brand voice* and driving marketing campaigns across higher education, hospitality, and senior living. Equal parts strategist and craftsman — builds the voice-and-tone systems, then writes the web, editorial, ad, and video copy that lives inside them.

CONTACT

Portfolio
shadimirza.com

Email
smirza@shadimirza.com

Phone
(602) 578-2011

LinkedIn
in/shadimirza

SKILLS

Copywriting & Content

Brand voice & tone, messaging strategy, long-form editorial, interview-based articles, web & landing-page copy, email, social, ad copy, video scripts, content calendars, SEO

Craft

AP & MLA style, editing, proofreading, fact-checking, stakeholder interviews

Tools

Google Analytics, CMS platforms, Jira, Monday.com, Teamwork, Adobe InDesign & Acrobat, MS Office; AI-assisted drafting & research (ChatGPT, Claude, Jasper)

EDUCATION

M.A., Literacy, Technology & Professional Writing — Distinction

Northern Arizona University · 2006

B.A., English / Liberal Studies

Northern Arizona University · 2004

LANGUAGES

French (intermediate) · Korean (basic)

EXPERIENCE

Senior Copywriter

July 2012 – Present

University of Phoenix · Phoenix, AZ

- Lead copywriter on **250+** integrated campaigns (web, email, social, print) for a national university, as part of an eight-person marketing team.
- Wrote and optimized **300+** web pages, lifting traffic and conversions **up to 30%** per page through SEO-driven editorial and marketing copy.
- Partnered with marketing leadership to build the university's core values and essence statements — the brand-voice foundation the team still writes from.
- Set the style and tone bar for the team; mentored and edited a junior copywriter for accuracy, voice, and compliance.
- Recognized with multiple **Marcom & APEX Gold Awards** for writing, web copy, and infographics, plus an **Addy Award for Integrated Copywriting**.

Copywriter (Freelance)

March 2023 – Present

300 Feet Out — Creative Agency · San Francisco, CA

- Freelance copywriter for a San Francisco creative agency, writing across brand, hospitality, and senior-living clients.
- Build **brand platforms and voice/tone guidelines** for ECS senior-living communities (The Covington, MonteCedro, The Canterbury, Twelve Oaks) and BarkerBlue.
- Write **interview-based, long-form editorial** and blog content for 'Alohilani Resort (Waikiki) and ECS.
- Produce website copy, ad copy, LinkedIn content, video scripts, and content calendars across the agency's roster.

Field Marketing Coordinator

Dec 2011 – June 2012

Starwood Hotels & Resorts · Scottsdale, AZ

- Wrote and edited offers, landing pages, and brand-page copy across **100+** Sheraton, Westin, St. Regis, W, and Luxury Collection properties.
- Launched independent hotel sites end to end — building pages, applying SEO best practices, and prepping imagery.

Senior Writer

Dec 2009 – April 2012

Roots and Wings International · Spokane, WA

- Wrote grant applications, web copy, and blogs and ran social for a nonprofit supporting Guatemalan coffee farmers; secured funding from UPS and the Daniele Agostino Derossi Foundation.

Earlier — Copywriter, Synertx Rehab (Phoenix) · ESL Teacher, EPIK (South Korea) · Language Arts Teacher, Gavilan Peak School · Graduate Teaching Assistant, NAU University Writing Center.