

# APARNA CHINTALAPUDI

## Copywriter & Brand Strategist

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## SUMMARY

Accomplished copywriter & storyteller with 10+ years agency and in-house experience blending creative vision with data insights to deliver impactful brand & marketing campaigns. Passion for creative problem solving. Skilled at developing a strong, authentic brand voice with the power to build lasting connections.

## EXPERIENCE

- **Marketing Copywriter**  
**Zulily** 2021-2023
  - Led the creation of the brand voice for creative brand book. Conducted competitor analysis, defined core messaging, and established comprehensive copy guidelines for multi-channel campaigns.
  - Drove concept creation and execution for mobile-first campaigns on Google, Facebook, Instagram, and TikTok digital ads and organic social media in collaboration with Designers, Sr. Designers & ACDs.
  - Created UX wireframe for A/B testing of About Us landing page and wrote on-brand copy to ensure seamless experience from paid digital ads to the LPs.
  - Crafted subject lines and pre-headers for daily and special emails. Conducted A/B testing to identify the most compelling messaging for brands, discounts and price points.
  - Wrote copy for Queer Eye star Jonathan Van Ness to record to a Zulily Slay button. Similar to the Staples Easy button, this fun device played multiple affirmations in JVN's voice, encouraging and motivating moms as they navigate the stressful holiday season.
  - Led a seminar on the metaverse and the future of advertising for the entire creative org including senior leadership. Identified marketing opportunities via AR/VR experiences for Zulily's customers.
  - Trained copy team in the use of AI tools for writing, including ChatGPT, Bard and Bing Chat.
  - Led the incubation of Zu Beginnings — a branded bag of essentials for expectant moms to take with them to the hospital when they go into labor. Created a comprehensive campaign plan that included PR, CSR and partnerships to drive brand awareness and affinity among Zulily's core audience of moms.
  - Nominated by senior leadership for the McKinsey Asian Leadership Program for demonstrated leadership potential. Successfully completed program and earned certification in April 2023.
- **Copywriter & Brand Strategist**  
**Freelance** 2019-2020
  - Wrote site and landing page copy, blog posts and profiles for Seattle-based landscape design company, Rooted in Landscape. Drove site visitations & client conversion by 67%.
  - Developed comprehensive brand strategy for health and wellness startup Ignitus Wellness, including naming, logo and messaging across all organic social touchpoints.
- **Social Media Copywriter**  
**Protocol Ten Digital Marcom** 2013-2014
  - Developed online creative strategy and wrote copy for Facebook organic and paid posts. Drove engagement through interactions in comments, quizzes and polls.
  - Key clients: Seiko, Epson, Simply Sofas fine furniture.
- **Copywriter**  
**Opus CDM** 2009-2011
  - Led concept development and wrote on-brand copy for print, radio, national TV, email and OOH
  - Key clients: Seiko, Epson, Nolte German kitchens, Simply Sofas fine furniture, Drapes Avenue home décor.
- **Media & Content Strategist**  
**Google** 2007-2008
  - Devised creative concepts based on customer insights for targeted digital ads and multi-channel media strategy that leveraged Google's suite of offerings from SEO to banners to YouTube.
  - Key clients: Microsoft, Intel, Broadcom, GE.

## EDUCATION

- 2003 - 2005

M.A. in Communication Management  
University of Southern California, Los Angeles, CA
- 2001 - 2003

M.A. in Media & Communication  
English & Foreign Languages University, Hyderabad, India
- 1998 - 2001

B.A. English Literature  
Stella Maris College, University of Madras, Chennai, India

## SKILLS

Microsoft Suite	Google Suite	ChatGPT & AI Tools for Writing	SEO & SEM	Facebook Analytics
Brand Development	Social Media	TV & Radio Scripting	Print & OOH	Wrike & Airtable
Blog Writing	Email Subject Lines & Pre-headers			

## CERTIFICATION

Asian Leadership Essentials

McKinsey Academy Leadership Program

Meta Marketing Analytics Professional Certificate

Expected completion date: Nov 30 2023