

BRANDON GETTY (he/him) · Senior Copywriter & Content Designer

SF Bay Area / Sacramento, CA · (209) 981-3274 · brandongetty.com · brandongetty@gmail.com

ABOUT

I've spent the last 14 years writing copy that builds brands, solves problems, and makes people smile. Creatively, I'm comfortable swinging for the fences and digging in the weeds. I thrive in teams that equally value data and empathy.

EXPERIENCE

Mercari US

Growth Copywriter, CRM · December 2021 – Present

- Led creative for marketing promotions that netted 1.25M new buyers in FY24 H1, driving customer acquisition by 30%
- Enhanced promotion cadence and doubled marketing spend effectiveness from \$500k to \$1M through streamlined creative processes
- Maintained seamless agency collaboration during significant staffing transitions, ensuring uninterrupted project delivery
- Helped identify, define, and codify key grammar and style guidelines for the UX and brand content system

Freelance

December 2012 – December 2021

- Provided expert copy and creative consulting services for a range of clients, with a focus on the SaaS space.

BILL (formerly Bill.com)

Senior Marketing Writer · June 2018 – March 2021

- Led copy for NPR ads, podcast ads, and billboard buys, increasing brand visibility across national media
- Managed an overhaul of the [content style guide](#) and led company-wide content training sessions
- Orchestrated a comprehensive legal review and content update pre-IPO, safeguarding company compliance
- Built and managed a wiki featuring top-performing, legally approved messaging for company-wide use
- Managed a team of freelance writers and led regular trainings on style guide updates and new claims

Direct Response Copywriter · June 2016 – June 2018

- Consistently produced winning copy for an experiment-driven team, with one landing page overhaul netting a [261% boost in conversion](#)
- Crafted all marketing content, including integrated campaigns, email nurture streams, video scripts, and event collateral
- Facilitated A/B testing hack-a-thons for top-converting landing pages and created a bank of thematic copy tests for the website

QASource

Copywriter & Content Specialist · June 2014 – March 2020

- Distilled highly technical documentation into clear, compelling marketing collateral
- Developed the company's first comprehensive content marketing plan, increasing lead generation by 40%
- Wrote and art-directed an [original comic book](#) for direct mail and events

Beverlys.com

Copywriter & Social Media Manager · January 2013 – June 2014

- Wrote fun, snappy product descriptions for Beverly's online inventory of fabric and craft supplies
- Developed and executed concepts for in-store, web, and print campaigns
- Built and managed the company's first social media calendar

BMG

Editorial Assistant & Writer · August 2011 – April 2013

- Researched and wrote editorial content about student life at University of the Pacific
- Collaborated closely with layout, design, and advertising teams

Demand Media

Copywriter · September 2010 – December 2012

- Researched, wrote, and edited copy for a variety of websites, including eHow, Livestrong, and Home & Garden

EDUCATION

University of California Santa Cruz · Bachelor of Arts, Literature · 2008 – 2010

SKILLS

Figma · Writer · Braze · Jira · Confluence · ChatGPT · Adobe Creative Cloud · Creative Direction · Agency Management

ETC.

- INFJ with a passion for film photography and [creative mentorship](#)
- Vintage bicycle enthusiast, loves riding winding roads through the redwoods