

GRETCHEN HOLZGANG-ABRAM

COPYWRITER & CREATOR

503.504.0001 | gaholzgang@gmail.com | Portland, Oregon

My love of writing and content creation drives both my client work and personal creative projects. I have a passion for using the written word to creatively solve client problems, tell stories, and produce content that inspires and ultimately helps create human connects. I look forward to working with you.

EDUCATION

University of Oregon
School of Journalism &
Communication
Bachelor of Science
2005-2009

EXPERTISE

Professional

Attention to Detail
Organization
Critical Thinking
Public Speaking
Problem Solving
Copyediting
Creative Writing
Coachable
Personable
Leadership
Ambitious
Dedicated

WORK EXPERIENCE

Copywriter—Nike Account

Thesis Agency / Nov. 2020 - Current

I'm a copywriter for the Nike account while also providing copy support for internal projects and the Kaiser Permanente (KP) account.

- Written copy for more than 650 Nike activations annually, including marketing emails, website copy, app content, integrated media, promotional content and more. I also worked on a website relaunch for specialized KP clinics.
- Trained junior copywriters on Nike voice and processes, as well as edit and give feedback on fellow Nike copywriters' work.
- Write and edit client-facing decks, attend/present in client meetings.

Freelance Copywriter & Content Creator

Gretchen Holzgang Creative / 2008 - Current

I have worked as a freelance journalist and copywriter since college with my work appearing in publications such as Portland Monthly Magazine, the Portland Business Journal, and more. As a copywriter I have worked with clients as large as Banfield Pet Hospital.

- Craft branded marketing and editorial content including social, banner ads, print ads, blog post, website copy, marketing emails, tradeshow booth (in-person and digital) collateral, and tradeshow scrips.
- Copyedit content for grammar and consistency in brand voice.
- Create editorial and social media calendars, craft meta content to fit current best practices.
- Create content for personal blog, Instagram, TikTok, and YouTube channel, with partnered projects with companies like Fred Meyer and Carthage Ceramics.

Lead Marketing Writer—NTC Premium

Nike / 2019

Brought in on contract to help with the launch of the NTC Premium App service. The fun challenge with this project was creating communication around the new paid offering that anticipated and mitigated negative feedback from existing users of the free NTC offerings.

- Crafted target marketing content for app product launch, in addition to editing content created by agencies.
- Created in-app content.
- Adapted messaging to real-time feedback from test users.
- Created first-ever in-app informational guide for NTC App.
- Pitched and launched an all-new Newsletter for NTC App users.

[in linkedin.com/gretchenholzgang](https://www.linkedin.com/in/gretchenholzgang)

twitter.com/gretchholzgang

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SKILLS

Technical

Microsoft Office
Google Suite
Social Media Planners
Advertising Tools
Adobe Suite
Final Cut Pro
Presentation Skills

COMPANIES

WORKED WITH

Portland Monthly Magazine
Portland Business Journal
Nike
Banfield Pet Hospital
Kaiser Permanente
WHotels
JBL Audio
Walt Disney
Impact Northwest
VR Café (Portland)
Johnstone Supply
(corporate account)
AKQA

WORK EXPERIENCE CONTINUED

Copywriter

Team Epiphany / 2017 - 2018

- Lead copywriter for Nike Women and Nike Running account.
- Participated in client pitch meetings for Nike Pinterest strategy and Nike partnered work with Finish Line.
- Wrote social media content for WHotels South Beach account.
- Lead copywriter for JBL Audio 2018 “Pool Party” influencer event in Beverly Hills: gave photo direction, made selects, wrote social copy, got client approvals for before, during, and post-event social posts.

Copywriter—Nike Account

AKQA / 2016

- Created content for the newly launched Nike App including “Behind the Design” stories, athlete profiles, “Get the Look” fashion stories, and product launch announcements.
- Pitched app story ideas, implemented client feedback, and worked with the design team to help find creative ways to tell the stories behind the products.
- Assisted with internal case study for the Nike App project.
- Wrote App content for Winter 2016 Nike + Doernbecher Children’s Hospital campaign.

PROFESSIONAL DEVELOPMENT

Literary Arts Writer’s Workshop

Completed Fall 2019 writer’s workshop for novel first drafts.

Poetry Workshop

Completed Summer 2008 Poetry Writing Workshop with A.E. Stallings.

Additional Experience

Walt Disney Company

Worked as an English Language trainer and lead event marketing for Disney English program in Chengdu China.

Portland Business Journal

Worked as a copyeditor and staff writer specializing in profile writing.