

EMPLOYMENT HISTORY

Content Designer
Shopify | Remote, Austin, TX
March 2021–July 2022

Worked as a UX and marketing content designer across a variety of projects for core Shopify and Shopify Plus. Led copy creation and strategy for campaigns and initiatives including ShopifyGo, Unite, and Commerce+. Collaborated across disciplines to write content for digital mediums including landing pages, email, paid social, video, and more.

Copywriter
SCORR Marketing | Remote, Austin, TX
February 2020–February 2021

Lead Copywriter across clients in the Life Science Industry including Elligo Health Research, Marken and InformedDNA. Responsible for conceptualizing and executing creative campaign deliverables for new and current clients including traditional and digital activations.

Copywriter
Ampersand Agency | Austin, TX
June 2019–February 2020

Lead Copywriter on Laredo Taco Company, Brookshire Brothers and ShotGun Spiked Seltzer with experience ranging from point of purchase, radio, OOH, social media and more.

Freelance Copywriter
Agency & In-House | Austin, TX
December 2017–June 2019

Project-based Copywriter for a range of clients including Patrón Tequila (Publicis Sapient), Whole Foods' social media team (In-House), Webtoon (Emergent Order) and more.

Copywriter
Little Arrows | Los Angeles, CA
March 2017–November 2017

Lead Copywriter across multiple social media accounts for clients including Rodney Strong, Davis Bynum and Villa Maria Wines as well as thinkProducts full range of packaged goods.

Junior Copywriter
Team One | Los Angeles, CA
September 2016–March 2017

Worked as part of the Lexus social media team to concept and execute always-on posts and social campaigns across multiple channels.

SOFTWARE

Adobe Creative Cloud
Illustrator | Photoshop | Premiere | Indesign
Spredfast | Curalate | Opal
SPSS/Qualtrics

BRANDEE DUDENHOEFER

COPYWRITER

SOMETIMES ART DIRECTOR

Born and raised in Austin, TX.
Used to be a chocolatier's apprentice.
Can spell Schwarzenegger from memory.

EDUCATION

The University of Texas Austin

Master of Arts
Texas Creative Sequence | Advertising
Graduation | 2016

Texas State University San Marcos

Bachelor of Science
Applied Sociology
Graduation | May 2014

Austin Community College

Associate of Arts
Creative Writing
Graduation | May 2013