

AMANDA BUCKLER

COPYWRITER | BRAND + E-COMMERCE

CONTACT

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EDUCATION

MASTER OF ARTS IN ENGLISH

Cal Poly San Luis Obispo
2016-2017

BACHELOR OF ARTS IN ENGLISH

Cal Poly San Luis Obispo
2012-2015

SKILLS

- Brand & Campaign Copy
- Email Copywriting
- E-commerce Copy
- Product Storytelling
- Brand Voice Development
- Social Media Copy
- SEO / SEM
- Content Strategy
- Cross-functional Creative

CERTIFICATIONS

PROFESSIONAL AI CERTIFICATE

Google

GENERATIVE AI: PROMPT ENGINEERING

IBM

FOUNDATIONS OF DIGITAL MARKETING

Google

FROM LIKES TO LEADS: INTERACT WITH CUSTOMERS ONLINE

Google

EMAIL MARKETING

Google

ATTRACT AND ENGAGE CUSTOMERS WITH DIGITAL MARKETING

Google

ABOUT ME

Copywriter and brand storyteller specializing in lifestyle, apparel, and digital commerce. Experienced developing integrated copy across email, e-commerce, product launches, social, retail, and experiential campaigns, with a strength for translating product innovation into compelling consumer stories. Collaborative, concept-driven, and highly attuned to brand voice, I create concise copy that connects storytelling with conversion.

WORK EXPERIENCE

COPYWRITER

TravisMathew (2026 - Present)

Develop brand-right copy across email, e-commerce, landing pages, retail, social, product launches, and experiential campaigns for a premium active-lifestyle apparel brand.

- Concept and write campaign messaging, headlines, subject lines, promotional copy, product storytelling, and CTAs for seasonal launches and key brand initiatives.
- Own end-to-end email copy, including subject lines, preview text, headlines, body copy, product callouts, and supporting launch and promotional messaging.
- Craft website and e-commerce copy spanning hero messaging, landing pages, collection storytelling, category navigation, product features, and conversion-focused support copy.
- Translate technical fabric, footwear, and apparel innovations into clear consumer benefits while maintaining TravisMathew's relaxed, premium lifestyle voice.
- Concept proprietary product, fabric, collection, and technology names while balancing brand fit, differentiation, and trademark considerations.
- Partner with designers, creative, marketing, and cross-functional teams to refine copy within visual layouts, character counts, channel requirements, and tight deadlines.

AI CREATIVE WRITER / AI TRAINER

ChatGPT (2026 - Present)

Train and evaluate LLM outputs using human-in-the-loop feedback to improve generative AI storytelling.

- Design prompt engineering systems and narrative evaluation rubrics for voice, tone, and structure.
- Collaborate with cross-functional teams to refine AI models and improve creative output quality.

SENIOR COPYWRITER

ROTU Entertainment (2024 - 2026)

Part-time senior copywriter for a virtual reality, game design, and industrial simulation studio.

- Craft and publish brand stories across media platforms to highlight company achievements and increase awareness.
- Conduct interviews with experts in animation, VR, simulations, and game design.
- Produce press releases and video scripts showcasing emerging technology, including Epic Games' Unreal Engine.

SENIOR COPYWRITER

Head, Heart, and Hands Nonprofit (2023 - 2024)

Created educational curricula, presentations, web content, and campaign messaging supporting program adoption across California secondary schools.

- Helped drive a 45% surge in fundraising contributions through concise advertising and long-form educational content.
- Led email campaigns, A/B testing, list segmentation, and automation workflows in HubSpot and Mailchimp.

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COPYWRITER

Mother Robot Agency (January 2023 - August 2023)

Generated web, social, video, radio, and commercial copy for national CPG brands while managing cross-functional campaigns and serving as interim creative director on select projects.

- Drove 40%+ growth in organic web traffic within competitive verticals by directing SEO strategy and schema-markup implementation.
- Built SEO-optimized content and campaign work supporting brands including Snickers, Reese's, Disney, SeaPac, and Morey's.

COPYWRITER

Threshold Enterprises (2019 - 2022)

Served as the sole copywriter for Planetary Naturals, Threshold Enterprises' health and wellness brand, owning consumer-facing copy across campaigns, product launches, email, web, landing pages, and event materials.

- Led end-to-end copy for product and campaign launches, developing messaging from initial concept through emails, landing pages, product storytelling, promotional assets, and event flyers.
- Owned day-to-day brand copy across digital and print touchpoints, maintaining a consistent voice while managing multiple product, promotional, and seasonal initiatives.
- Researched and wrote consumer health and wellness articles on topics including women's health, PMS, burnout syndrome, and related wellness concerns, translating complex information into clear, accessible content.
- Translated clinical-trial, ingredient, and product information into compelling consumer benefits and educational marketing copy for internal and external audiences.

FREELANCE COPYWRITER

Freelance (2017 - Present)

Created email and digital marketing campaigns for local businesses and developed writing strategies with STEM researchers to support documentation and funding efforts.

- Wrote personalized welcome, promotional, and retention emails that increased customer engagement by 27%.
- Created original social content and posting schedules for Facebook, Instagram, and Twitter.
- Summarized interdisciplinary research for broader audiences and developed interactive Young Adult and Romance fiction for Texties.

CORE EXPERTISE

Email Marketing • E-commerce • Brand Voice • Product Storytelling • Campaign Concepts • Social Copy • SEO / SEM • Content Strategy • HubSpot • Mailchimp