

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

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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 – Present

- 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