

Shawna Dyer

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shawnadyer.com

Senior copywriter & communications specialist with 6+ years of experience across B2B and D2C. From paid social and SEO to TVC and OOH, I craft compelling copy that connects with audiences and drives results. Whatever your needs, I'm your girl for powerful, strategic messaging.

EXPERIENCE

Public Storage – Frisco, Texas

Contract Copywriter

October 2025 – Present

- Utilize AI to write, edit, and proofread clear, concise copy for blog articles and landing pages to be cited by LLMs (large language models).
- Source images for each blog post.
- Ensure all copy is optimized for SEO, AIO, and digital best practices.
- Support other copy and content needs as requested by the marketing team, such as emails and SMS.

iluminere digital agency – Dallas, Texas

Senior Copywriter & Content Creator

September 2024 – August 2025

Copywriter

February 2023 – September 2024

Junior Copywriter

February 2022 – February 2023

- Created and delivered multi-channel copy across traditional, digital, and social channels, ensuring brand alignment and creative excellence.
- Collaborated with cross-functional teams to develop and execute cohesive, results-driven campaigns that resonate with diverse audiences.
- Edited and proofread content to ensure clarity, accuracy, and consistency, while adhering to brand guidelines.
- Presented creative concepts to clients, fostering collaboration and securing approvals to drive project success.
- Stayed current on industry trends and cultural shifts to inform innovative content strategies and meet evolving client needs.
- Clients: Fitness Connection, Murphy Oil USA, Dairy Queen Texas, FirstLight Home Care, The Maids International, SimpliAd, Twin Pops, DoodyCalls, Taco Bueno, Fortune Tires, Energy Attic, Tachus Fiber Internet, Bloomin' Blinds, McAfee, Pinnacle Propane, Truck Yard, Uncle Julio's, Vocelli Pizza, Freebirds Word Burrito

Cheil Agency – Dallas, Texas

Account Executive

September 2021 – February 2022

- Coordinated with creative, strategy, and client teams to deliver cohesive and impactful social content.
- Supported and oversaw all paid media for social channels within the agency.
- Client: Samsung Mobile US

ClubCorp – Dallas, Texas

Creative Media & Marketing Intern

March 2021 – June 2021

- Updated 200 country club website designs for new CMS focusing on Optimizing UX.
- Sourced images and wrote copy for better user interaction.

Windsor Dalton Creative – Remote

Intern

July 2020 – April 2021

- Created and sourced engaging content while managing several social media campaigns.
- Conducted outreach to new clients, expanding the client base.
- Performed market research to inform social media tactics, enhancing campaign effectiveness.

VisitDFW – Grapevine, Texas

Social Media Intern

May 2019 – August 2019

- Wrote engaging copy for articles and sourced high-quality images via UGC.
- Contacted influencers and firms for collaboration, increasing partnership opportunities.
- Informed partners of relevant articles, fostering stronger relationships.
- Curated event calendar, ensuring up-to-date and relevant information for users.
- Contributed to the successful launch of Texas Travel IdeaFest.

EDUCATION

Southern Methodist University, – Dallas, Texas

August 2020 – May 2021

Master's of Arts in Advertising; Temerlin Advertising Institute

Texas Christian University – Fort Worth, Texas

August 2016 – May 2020

Bachelor's of Science in Strategic Communication, Minor in Writing and Political Science
Magna Cum Laude

SKILLS

Technical: SEO, Content Strategy, Digital Marketing, Proofreading, Email Marketing, Adobe Suite, Asana, WordPress, Sprout Social, Hootsuite, Monday.com, Team Work, AP Style, MLA, Chicago, Microsoft Office, Google Suite, SEMrush, Ahrefs

Industry Knowledge: Social Media, Content Creation, Strategic Communication, Public Speaking, Public Relations