Shawna Dyer

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Senior copywriter & aspiring creative director with 7+ 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. I'm open to relocating.

EXPERIENCE

270B Agency – Dallas, Texas
Senior Copywriter — March 2026 – Present

- Oversee, concept, shoot, and write monthly content calendars from post inception through execution.
- Manage working with freelancers, creators, and art directors.
- Partner with and provide creative feedback to team of art directors in the US and Brazil.
- Write website and app copy that converts with integrated AIO & SEO terms.
- Develop 360 campaign launches including social, OOH, digital, CTV.
- Concept and develop merch, conference booths, etc.
- Utilize AI as a sounding board, a tool to mock up work, and to ideate.
- Proofread.

Public Storage – Frisco, Texas
Contract Copywriter — October 2025 – February 2026

- Utilized AI to write, edit, and proofread clear, concise copy for blog articles and landing pages to be cited by LLMs (large language models).
- Sourced images for each blog post.
- Ensured all copy is optimized for SEO, AIO, and digital best practices.
- Supported 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, Accelo, Claude, ChatGPT, Gemini
Industry Knowledge: Social Media, Content Creation, Strategic Communication, Public Speaking, Public Relations