



ellen mann

copy & content

WOW audiences with a skilled, writing talent who can quickly develop winning concepts, execute integrated campaigns, and deliver digital, print, and experiential copy and content.

Copywriting Pro

20+ years of catching eyes, hooking minds, and getting results.

Experience

Copy & Content Writing Services

Freelance and Contract

Create a wide variety of print and digital assets for advertising, promotions, educational, and experiential venues. *Expertise in FinTech and Financial Services.*

Associate Creative Director, Copy (3/2004 — 8/2017)

Wells Fargo Bank

Pitched, acquired, and serviced 25+ Lines of Business and Centers of Excellence at in-house agency responsible for: integrated marketing campaigns, online content (videos, blogs, microsites, emails, etc), in-branch materials, direct mail, point-of-sale promotions, tradeshow, presentations, meetings and events.

Digital Storyteller for Smart Credit Initiative, Wells Fargo Works for Small Business, SBA Lending, LGBT Pride, Anti-Bullying Campaign, Team Member Networks, and One Wells Fargo content.

Copy Chief for Checking, Savings, Credit, Small Business, Diverse Segments, and Business Lines of Credit and Loans.

Brand Steward for Enterprise Marketing.

Creative Lead for Wachovia Bank's massive Western Expansion effort (prior to Wells Fargo merger).

Creative Group Head for successful launch of World Savings Online Marketing (prior to Wachovia merger).

Past Experience

Copywriter-Creative Director, Ellen Mann & Company (Oakland)

Creative Director, United Airlines (Los Angeles)

Creative Director, Parents Magazine and Better Homes & Gardens (New York)

Education

Graduate: Adelphi University (Business)

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