



# 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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