
Shannon Snyder

shannonrsnyder@gmail.com / Philadelphia PA

Summary

Results-driven copywriter with 10+ years of experience in specializing in brand messaging, campaign development, and audience-driven messaging for a variety of industries. Adept at turning complex ideas into compelling copy across a wide range of platforms, including web, social, email, video, OOH and print.

Experience

ESO - Contract Copywriter

03/2023 - Current

- Planned and developed multi-format storytelling to enhance engagement throughout customer journey, including SEO-driven blog posts, case studies, webpages, video scripts, social posts, and marketing emails

Self-Employed - Freelance Copywriter

06/2019 - Current

- Crafted integrated marketing copy for B2B and B2C across digital and print, including out-of-home campaigns, emails, video scripts, blogs, and social media
- Developed brand voice, guidelines, and messaging frameworks, ensuring consistent expression across all channels
- Built out web and app user experiences

Huckberry - Contract Copywriter

10/2023 - 12/2025

- Crafted detailed, benefit-driven product descriptions and compelling brand stories that showcased product utility

LinkedIn - Contract Copywriter

06/2022 - 06/2023

- Collaborated with growth team to boost app downloads through email, paid social, and digital and on-platform ad campaigns

goPuff - Lead Copywriter

01/2019 - 06/2019

Philadelphia, USA

- Led creative team to develop campaigns from concept to execution
- Optimized copy for web, app, marketing materials, and digital and print ads to create a more cohesive brand experience
- Redefined brand voice to engage broader demographic

Skills

- Content strategy
- Brand messaging
- Content creation
- B2B copywriting
- Digital marketing
- Scriptwriting
- Short-form content
- Print collateral
- Social media campaigns
- Email marketing
- Advertising copy
- Blogging
- Brand voice development

Education

05/2012

University of Southern California

Los Angeles, CA

Bachelor of Arts: Print Journalism

05/2009

Pennsylvania State University

University Park, PA

Print Journalism

One Trick Pony - Copywriter

02/2016 - 01/2019

Philadelphia, USA

- Crafted website copy, digital and print ads, and marketing materials for the All-Inclusive Hard Rock Hotels, Eden Roc, Nobu, UNICO 2087, American Express, Boost Mobile, Virgin Hotels and Virgin Atlantic
- Wrote and produced social videos and television spots for All-Inclusive Hard Rock Hotels, Eden Roc, Nobu, and Boost Mobile
- Strategized and created social content for All-Inclusive Hard Rock Hotels, Boost Mobile, Postmates, Virgin Hotels, TripAdvisor, Alaska Air, and Taft's Ale House
- Built brand campaigns from concept to final product

Self-employed - Freelance Copywriter

11/2014 - 02/2016

Philadelphia, USA

- Authored articles for Newsworks.org and Local Living Magazine and developed web copy, social campaigns, blog content, and marketing materials for Brick + Mortar Design, Duke & Winston, and Colabination.

Websites

- <https://www.linkedin.com/in/shannonraesnyder/>
- <https://www.thatwritersnyder.com/>

Accomplishments

Featured in Adweek as ghost writer

Recognized in Adweek for creative contributions to Virgin Atlantic's OOH campaign