

Hello!

## I'm Beebe Xia

Copywriter & Creative Scallywag

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### EXPERIENCE

#### Shipt — *Sr. Copywriter*

MARCH 2019 - PRESENT

- Lead writer across all marketing channels and communications.
- Concept and execute seasonal campaigns to drive awareness, engagement, and retention.
- Collaborate with marketing, product, social, and partners to ensure consistent brand voice across all touchpoints.
- Write and proof all copy, social media content, presentations, etc.

#### Eat24 (Yelp/Grubhub) — *Copywriter*

OCTOBER 2016 – JULY 2018

- Write marketing emails, blog posts, social media posts, and web copy.
- Lead A/B testing, PR campaigns, and other internal marketing initiatives.
- Video and radio ads, including scripting, editing, and producing.
- Produce social media stunts, viral blog posts, and other internet things.

#### Miami Ad School — *Instructor*

JULY - DECEMBER 2017

- Plan and teach Copywriting and Story Writing classes.
- Guide students in developing portfolio and contest pieces.

#### HERO Marketing — *Copywriter*

JANUARY 2015 - NOVEMBER 2015

- Create campaigns for Men's Wearhouse and Kaiser Permanente across print, digital and OOH.
- Strategize and execute creative rebranding for Jos. A. Bank.
- Project-based work for Kettle Chips, Caviar, Okta, Autodesk, etc.

### EDUCATION

#### University of San Francisco — *M.F.A Creative Writing*

JUNE 2009 - OCTOBER 2011

Write a collection of non-fiction memoirs focused on food and culture for the thesis

#### University of California, Berkeley — *B.A. English Literature*

AUGUST 2006 - MAY 2009

Dual concentration on Contemporary Literature and Creative Writing

### WHAT I ACTUALLY DO

Shepherd strategy into human-centric stories that build brands, bridge communication, and make people smile.

Foster a creative, collaborative approach that meets the goals of marketers, researchers, designers, developers, clients, and sometimes their dogs.

Champion my personal style guide of fresh, authentic writing, leading, working, and being.

Listen.

### LANGUAGES

English, Mandarin Chinese

Photoshop, Final Cut Pro, HTML