


Amy Brown's Portfolio

 amybrown.xyz

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 **(937)-308-4945**

Hello. I am Amy.

This is (the rest of) my portfolio.

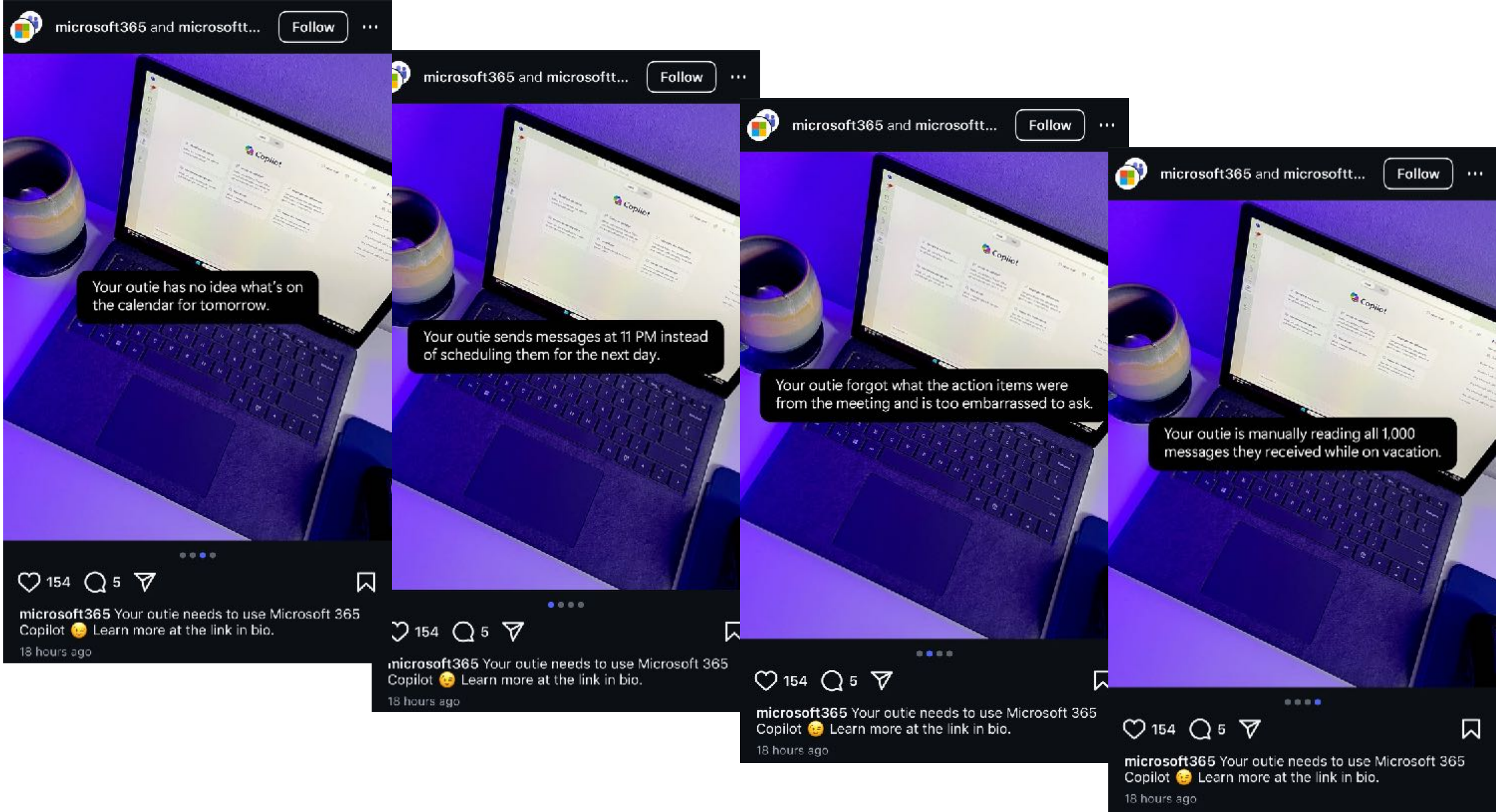
- I am a senior copywriter. I will write anything.
- Seriously. Anything.
- I was a social media strategist and community manager for more than a decade.
- I am looking for my next full-time role, contract, or freelance project.
- I am open to remote positions, as well as hybrid/in-office positions in the San Francisco Bay Area.



Thanks for opening a PDF, by the way. Appreciate you.

2025

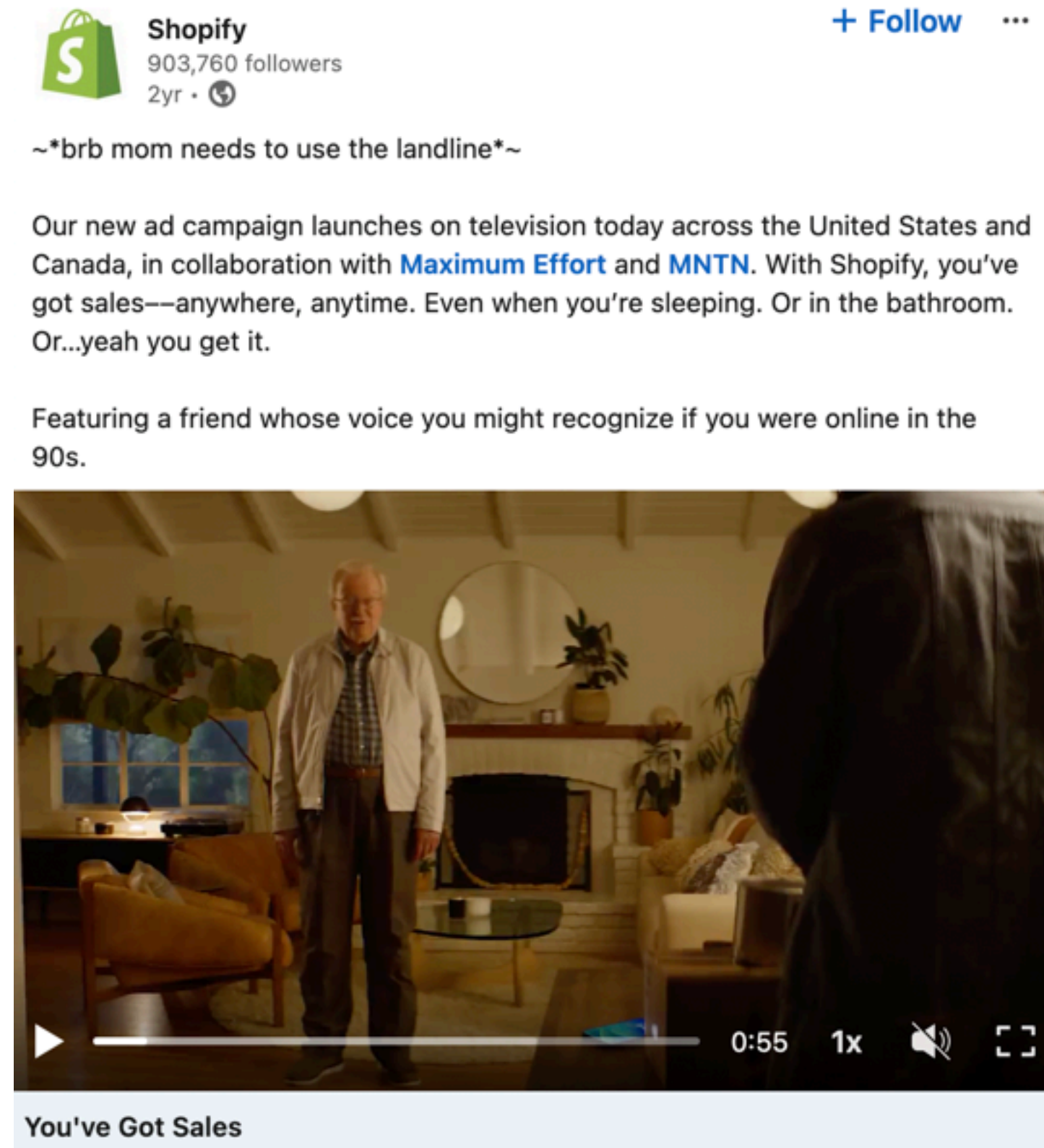
Microsoft



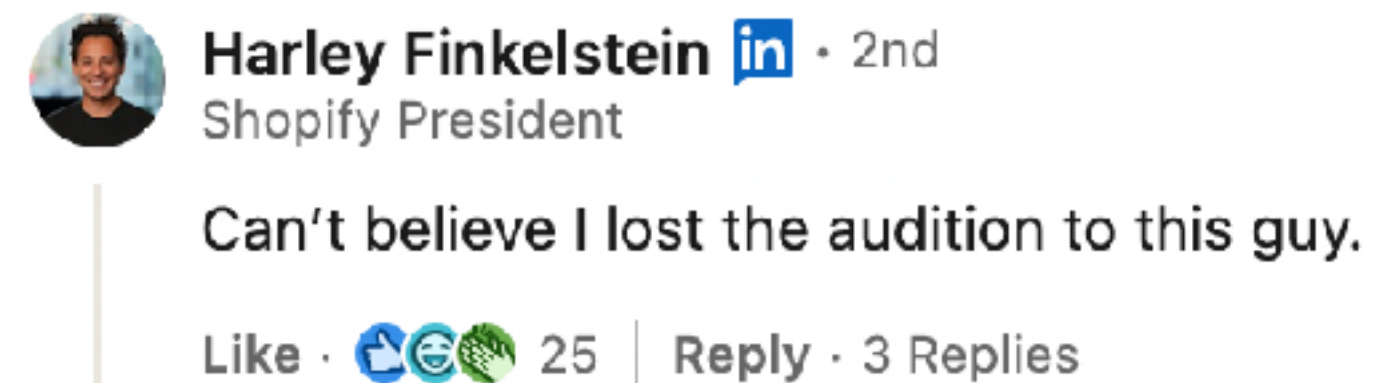
2022-2024

Shopify Copywriting

- When Shopify launched a **new TV spot** produced by Maximum Effort and featuring the voice of AOL's "You've Got Mail," I drafted copy for all social touchpoints, including owned handles (upper left) and exec handles (lower left).
- When Shopify merchant **Atoms** (right) launched a shoe with Marques Brownlee, we bought a billboard in Times Square to congratulate them both. I wrote the copy.



The screenshot shows a Facebook post from the official Shopify page. At the top left is the Shopify logo, followed by the name "Shopify", "903,760 followers", and "2yr". To the right is a "+ Follow" button and a three-dot menu. The main text of the post reads: "~*brb mom needs to use the landline*~" followed by a paragraph: "Our new ad campaign launches on television today across the United States and Canada, in collaboration with [Maximum Effort](#) and [MNTN](#). With Shopify, you've got sales—anywhere, anytime. Even when you're sleeping. Or in the bathroom. Or...yeah you get it." Below this is another line: "Featuring a friend whose voice you might recognize if you were online in the 90s." A video player is embedded in the post, showing a man in a white jacket standing in a living room. The video player has a play button, a progress bar, and controls for volume and full screen. Below the video player is the caption "You've Got Sales".



The screenshot shows a comment from Harley Finkelstein, identified as the "Shopify President". The comment text is "Can't believe I lost the audition to this guy." Below the comment are engagement icons for "Like", "Love", "Wow", and "Care", followed by the number "25". To the right of these icons is a "Reply" button with "3 Replies" next to it.

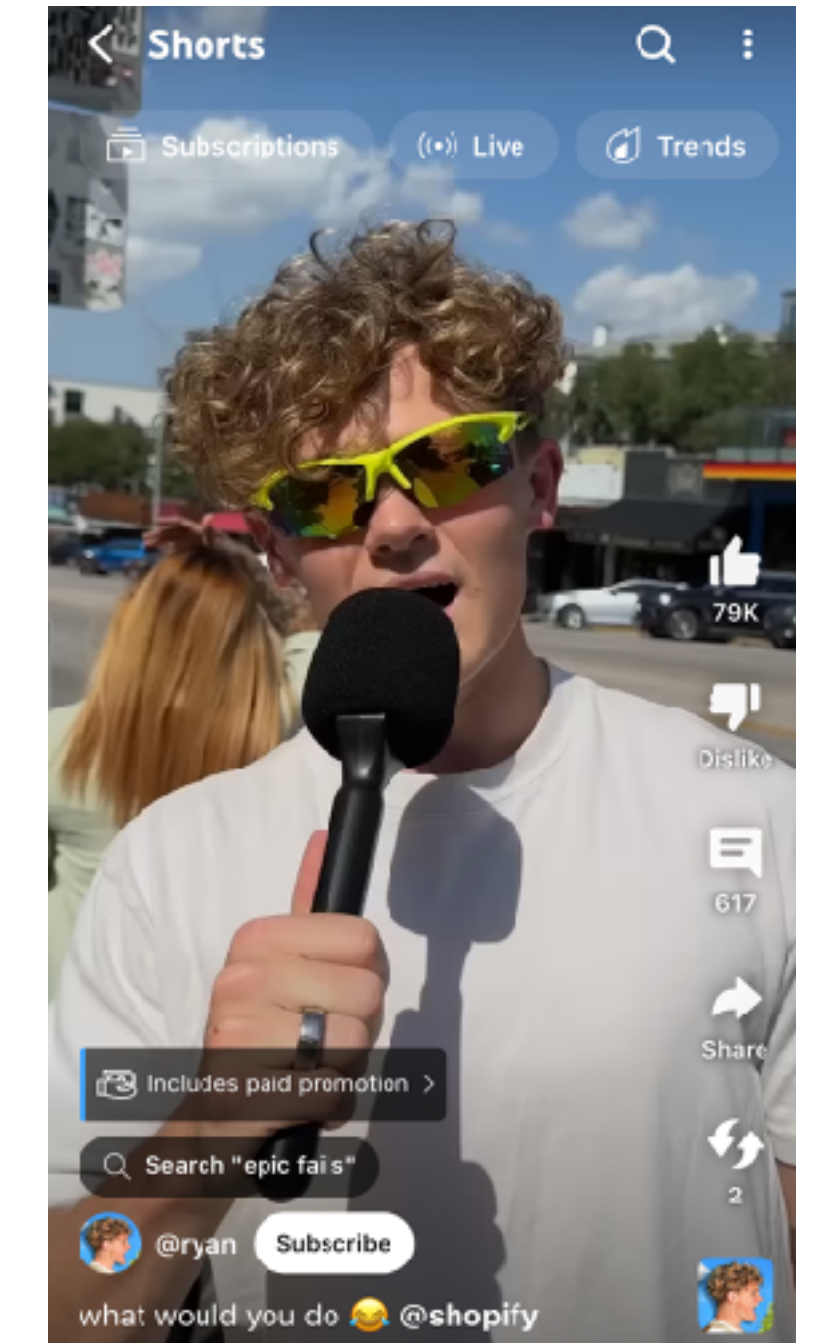
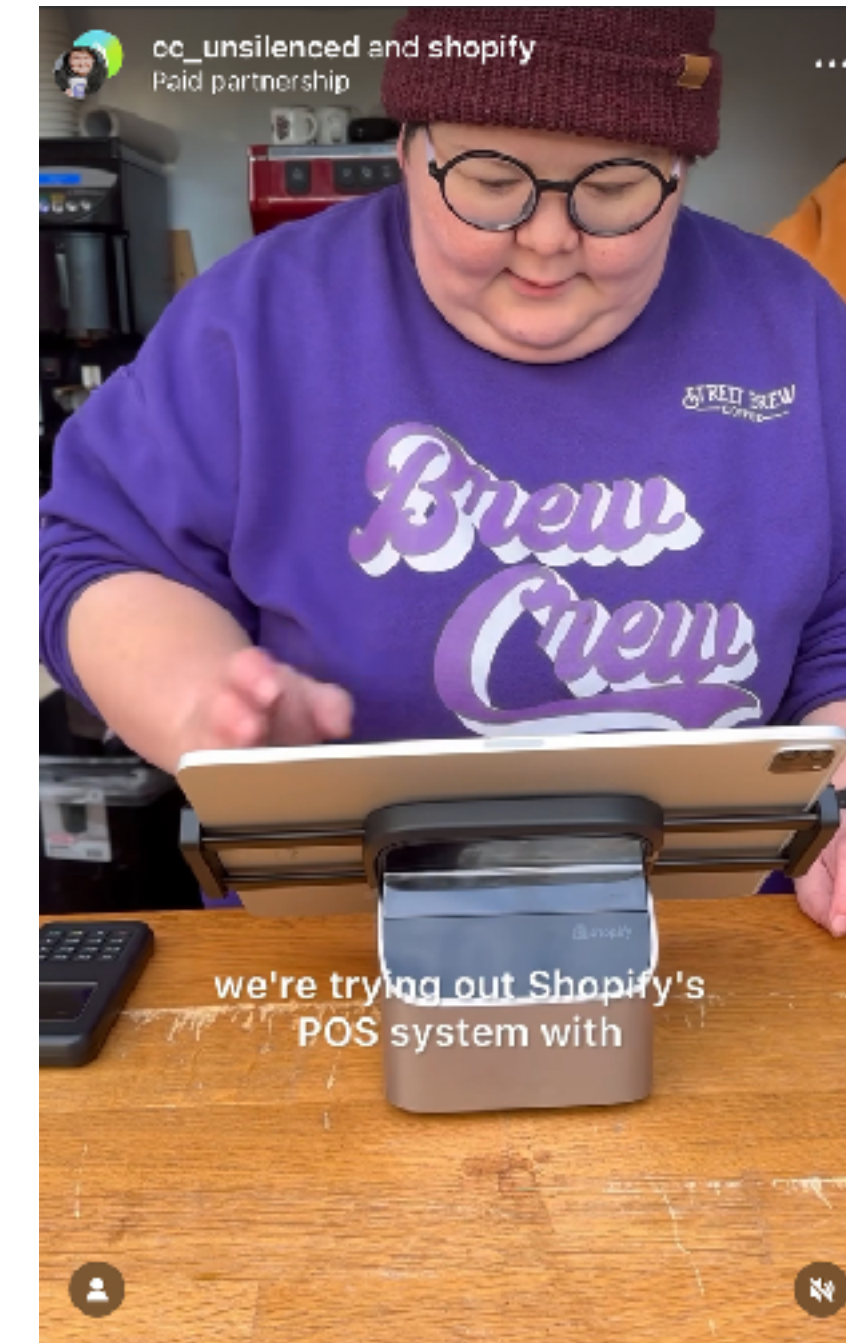


2022-2024

Shopify

Creator partnerships

- For **Pitch MrBeast** (left), I developed a UGC campaign using TikTok's "duet" feature as the entry mechanism. I was the primary creative on this campaign, from pitching to hashing out edits live with MrBeast's creative team.
- For **Caitlin Campbell** (middle), I pitched a bunch of vertical video concepts that built off of her existing social content.
- I worked directly with **Ryan Trahan** (right) on a YouTube Shorts concept. I pitched a bunch of ideas to him, and then helped draft our brand positioning within the concept he chose.



2018-2019

Need to Impeach & Tom Steyer 2020

- I ran organic and paid social for Tom Steyer's Need to Impeach campaign as a team of one.
- I also wrote and appeared in videos about impeachment, breaking down complex concepts like "the emoluments clause of the Constitution" in simple language.
- When Tom announced his intent to run for president, I moved over to the campaign side. I began working with Tom directly to draft tweets for his account, and managed a team of three.

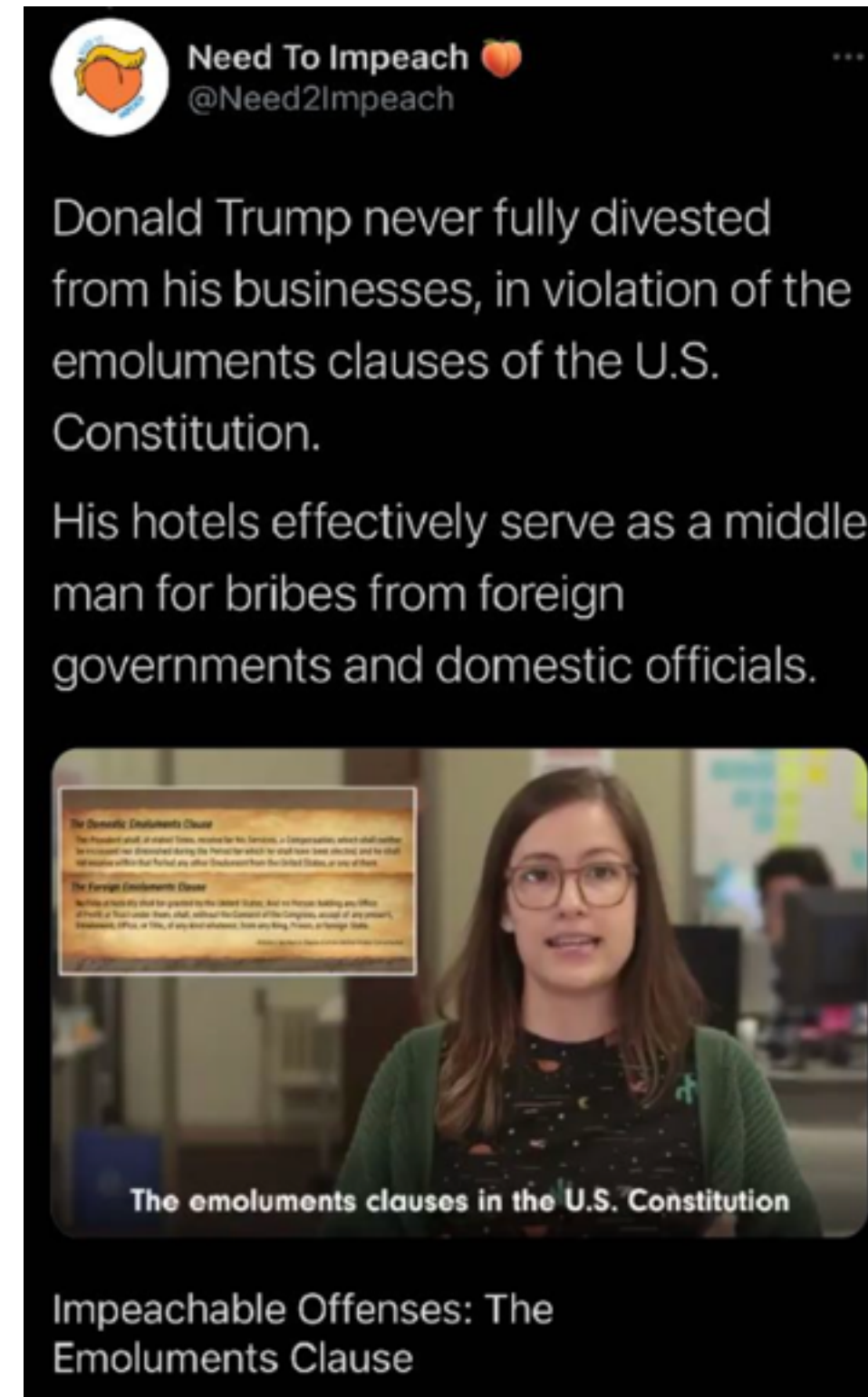


2018-2019

Need to Impeach

Video & social content

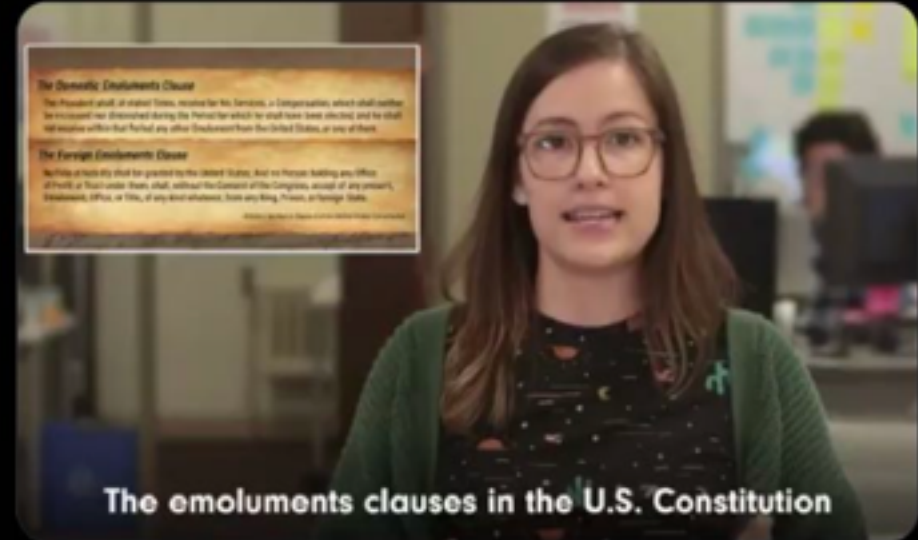
- The Need to Impeach social accounts no longer exist, and I did not save the videos (rookie mistake, I know).
- This is what I was able to dig up on the Wayback Machine.



Need To Impeach @Need2Impeach

Donald Trump never fully divested from his businesses, in violation of the emoluments clauses of the U.S. Constitution.

His hotels effectively serve as a middle man for bribes from foreign governments and domestic officials.



The emoluments clauses in the U.S. Constitution

Impeachable Offenses: The Emoluments Clause



Need To Impeach @Need2Impeach · Nov 26

Every time @realDonaldTrump stays at one of his own hotels, you foot the bill and he keeps the money. If you think he shouldn't be able to do that, you're not alone. Even our founding fathers agreed.



Impeachable Offenses: The Emoluments Clause



Need To Impeach @Need2Impeach · ಜನವರಿ 3

We can't afford two more years of @realdonaldtrump.

Join us in telling our new Congress that the American people expect impeachment and nothing less.



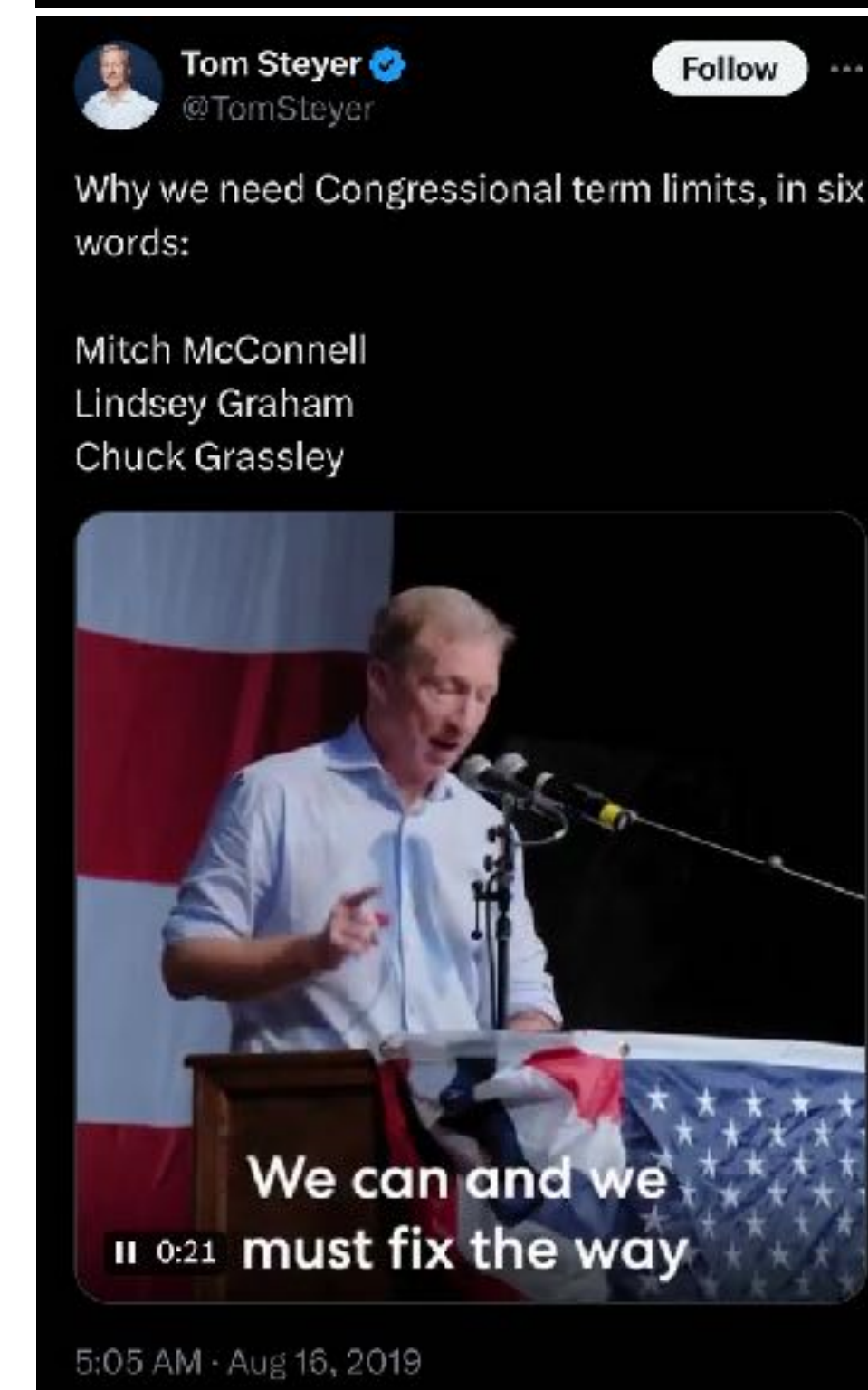
Welcome to Congress: 116th Session

2018-2019

Tom Steyer

Tweets

- I wrote these posts in collaboration with Tom.
- When he wasn't on the road, we'd review copy together in his office. I printed out the tweet drafts and he gave me line edits with ballpoint pen.



Wendy's

2012-2017

- First internal social hire at Wendy's. Community manager and Keeper Of The Brand Voice.
- I am the reason every brand on social sounds Like That. I am literally in the meme history books.
- I also introduced the concept of “social customer care” to the organization, putting my background in deescalating angry customers at the mall to good use.



Wendy's®

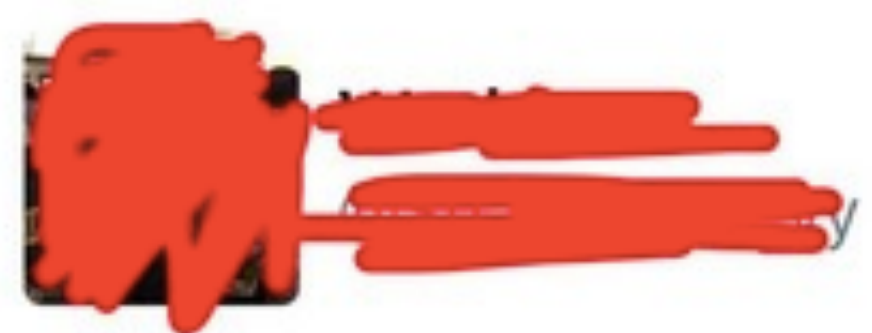
↑
102k



me_irl (i.redd.it/uploads.com)
submitted 1 month ago by SeaBusCBus
1115 comments share hide all child comments

Reddit 11:07 AM 69%

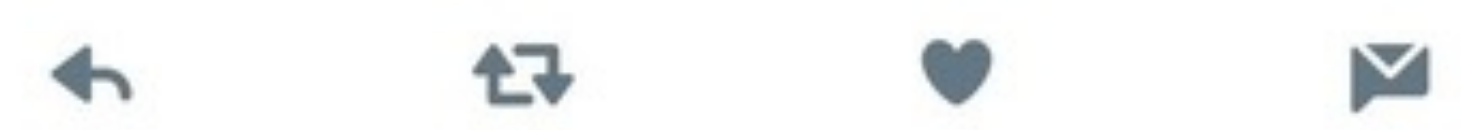
< Tweet 🔍 ↗



@Wendys hey if I post this on r/me_irl and it gets 10,000 upvotes can I get a free frosty?

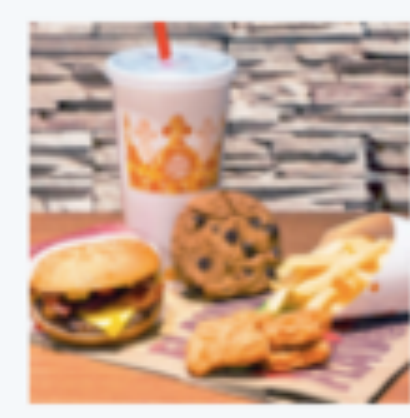
1/6/17, 10:57 AM

VIEW TWEET ACTIVITY



Wendy's @Wendys · 29s
[Redacted] yes

Brittany Guernsey @bguerns13 · 23h
@Wendys what are you firing back



Burger King @BurgerKing
5 for \$4, because 5 is better than 4.

4.7K 3.1K

Wendy's @Wendys

Follow

@bguerns13 edible food

RETWEETS 12,104 LIKES 14,776

10:53 AM - 22 Jan 2016

BUSINESS INSIDER ADVERTISING

The idea for Wendy's Super Bowl ad stemmed from a spat the brand had with someone on Twitter

Thank you.