

# ANDREA OBIETA

## COPYWRITER

612-516-0606

[andreaobieta11@gmail.com](mailto:andreaobieta11@gmail.com)

[andreaobieta.com](http://andreaobieta.com) | [LinkedIn](#)

## ABOUT

Minneapolis copywriter with 5+ years of experience. I've written content for a wide range of industries, from online therapy companies to meat snack brands.

## EXPERIENCE

### SEO ANALYST @ UPROER AGENCY

Contract | Dec 2024 - Mar 2025

- Wrote SEO blog content
- Conducted keyword research
- Provided on-page technical SEO recommendations
- Performed site crawls and audits
- Reported on content and page performance

### ECOMMERCE COPYWRITER @ HALLMARK CARDS

Contract | Jul 2024 - Nov 2024

- 5-month project writing copy for 300 PDPs for Hallmark.com cards and gifts
- Provided technical SEO website recommendations resulting in increased product page visibility
- Edited PDP copy for other writers

### ECOMMERCE SPECIALIST + COPYWRITER @ JACK LINK'S BEEF JERKY

Full-time | May 2022 - May 2024

- Led copywriting for PDPs, blog posts, website, emails, and press releases for four brands
- Developed SEO copy and meta descriptions resulting in increased SERP visibility
- Developed copy for display and banner ads
- Managed WordPress publishing across four brands
- Developed copy for company brand books
- Executed Spanish translation for Amazon Product detail pages
- Developed copy for website personality quiz resulting in consumer data collection
- Responded to 350+ reviews and 200+ questions from DTC consumers

## **COMMITTEE PROJECT MANAGER @ THE BRANDLAB**

**Volunteer | Mar 2023 - Mar 2025**

- Created + maintained LinkedIn group for a non-profit organization
- Wrote email marketing copy

## **ACCOUNT MANAGEMENT INTERN @ COLLECTIVE MEASURES**

**Full-time | May 2021 - Aug 2021**

- Holiday campaign planning and execution
- Assisted in executing snapchat lens marketing activation
- Data analysis
- Marketing trend + competitive research
- Facilitated client communication

## **COPYWRITING INTERN @ TARGET X THEBRANDLAB**

**Part-time | May 2020 - Aug 2020**

- Wrote print ad, commercial script, and manifesto copy
- Designed commercial storyboards
- Market research
- Campaign pitch

## **SOCIAL MEDIA INTERN @ BEST BUY**

**Part-time | May 2020 - Aug 2020**

- TikTok back to school video campaign ideation
- Wrote TikTok video scripts

## **SEO INTERN @ NINA HALE**

**Part-time | May 2020 - Aug 2020**

Multi Market data analysis

Conducted keyword research

Led client check-in meetings