

Orbin Walcott

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SKILLS

- **Creative & Content:** Copywriting, Email Copy, Branded Marketing Copy, Social Media Copy, Content Development, Creative Brainstorming, Search Engine Optimization, Campaign Development
- **Portfolio:** includes brand copy, SEO blogs, email campaigns, and homepage rewrites for wellness and fitness brands
- **Tools & Technologies:** Microsoft 365, ChatGPT, Google Sheets, Excel, Notion
- **Marketing & Research:** Marketing and Advertising, Industry Research

WORK EXPERIENCE

Full Sail University

Jun 2024 - Jul 2024

Digital Communications Agent/Researcher

Remote

- Drafted compelling, error-free copy for diverse educational projects.
- Conducted industry research and competitive analysis on educational branding to align messaging with client strategies.
- Presented strategic copy solutions and creative concepts for curriculum projects to leadership, ensuring timely delivery and on-brand messaging.

Big Comedy Network

Sep 2023 - Dec 2023

Copywriting Intern

Remote

- Aligned multi-channel copy strategies for four distinct podcast programs, ensuring engaging social media, email, and web content.
- Developed engaging, on-brand copy daily for network programs, incorporating email copy and creative brainstorming.
- Leveraged promotional videos to tailor audience-specific marketing copy for varied campaigns.
- Crafted creative social media copy that reinforced brand messaging and maintained audience engagement.
- Used ChatGPT to generate, refine, and A/B test copy for Instagram and YouTube campaigns, increasing engagement.

MD Anderson Cancer Center

Nov 2019 - Jan 2020

Data Entry Operator

Houston, TX

- Assisted on policy-driven projects to present to stakeholders.
- Updated hospital policies per standard operating procedural changes.
- Adhered to and met tight deadlines.

MA. Dept of Public Health

Aug 2018 - Feb 2019

Senior Data Entry Operator

Boston, MA

- Registered and updated death certificates.
- Submitted death certificates to statewide registry.
- Consistently exceeded daily quotas by more than 50%.

COPYWRITING & WRITING EXPERIENCE

Beast Power Fitness – Spec Campaign | Remote

2025

Created a multi-channel campaign (landing page, email, and ad copy) to demonstrate brand voice and conversion-focused messaging.

Headspace – Homepage Rewrite (Spec) | Remote

2025

Rewrote homepage to strengthen emotional connection, readability, and mindfulness tone.

Mindfulness SEO Blog – “What to Do When Your Mind Won’t Slow Down” | Remote

2025

Wrote an SEO-optimized blog using keyword strategy and a natural, empathetic tone.

Life From an Urban Lens – Short Story Collection | Smashwords

Dec 2020

Self-published collection exploring identity, city life, and reflection.

EDUCATION

Houston Community College

Sep 2025

Certificate in Project Management

Full Sail University

Jul 2022

BFA, Creative Writing

- **Achievements:** Course Director Award Recipient