

HAYLEY MEYER

• creative copywriter •

ABOUT ME

I'm hoping that words can save the world.

EDUCATION

2012 - 2016 • University of Florida
Bachelor of Science in Advertising
Minor in Business

EXPERIENCE

Woven Health Collective, Feb. 2025 - Present

Copy Supervisor

- Led the end-to-end creative development and launch of a new schizophrenia treatment, from strategic messaging development through campaign execution.
- Managed direct reports and mentored a team of writers, providing guidance on launch messaging, creative development, and brand consistency.

21Grams, Sept. 2023 - Feb. 2025

Senior Copywriter

- Led day-to-day copywriting and creative development for rare disease and mental health clients, translating complex healthcare topics into clear, compelling communications.
- Partnered with cross-functional teams to develop and execute strategic creative work, serving as the lead writer across client initiatives.

Matter Unlimited, Aug. 2022 - Aug. 2023

Senior Copywriter

- Concepted and executed social impact campaigns for nonprofit clients, including Data.org, The Hunger Project, and STOP.
- Developed purpose-driven creative that translated complex social issues into compelling stories and audience-focused communications.

Razorfish, Miami, Nov. 2019 - Aug. 2022

Copywriter

- Collaborated with the creative team to rebrand Labcorp and support communications throughout the COVID-19 pandemic.
- Concepted social, digital, and experiential campaigns for clients including Orangetheory Fitness, Southern Glazer's Wine & Spirits, and AutoNation.

Apple, Cupertino, Jan. 2019 - Nov. 2019

Copywriter

- Supported the in-house Interactive Team and Mac Brand Team.
- Contributed to a content project documenting a community in Kenya working to protect the wildlife and environment they share.

Miami Ad School, 2016 - 2018

Copywriting Portfolio Program

- Successfully completed internships at Outform-Miami, BBDO-Atlanta, Deutsch-NY, and SapientRazorfish-Miami.

CONTACT INFORMATION

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Check out my portfolio: myportfoliorunson.solar
