

ROSE DUKE

COPYWRITER & CONTENT STRATEGIST

I currently steer the (self-driving) ship for social, copy & content strategy at Waymo, slice up social strategy for The Cheesecake Factory, and help Adobe paint a creative social personality as a content strategist. (I contain multitudes!).

In my free time, you can find me trying to make anything out of clay, trying to find the best Tom Yum soup in LA, and shamelessly laughing at my own jokes.



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roseduke.co



Remote & Los Angeles

EXPERIENCE

ASSOCIATE DIRECTOR, SOCIAL & COPY

MOCEAN | Sept 2021 - present

Develop, create & direct innovative and engaging marketing campaigns from pitch to production and execution

Build Tone & Voice strategy for pitches, product launches, rebrands & targeted campaigns

Direct content and creative strategy for brands that include Waymo, Lucid Motors, The Cheesecake Factory, Bed Bath & Beyond, The Wizarding World of Harry Potter, Elvis & more

Structure systems for community managers, producers, and designers to ensure timely, accurate & successful campaign execution

SENIOR COPYWRITER & CONTENT MANAGER

Semihandmade & BOXI | Feb 2021 - Sept 2021

Led digital and social content strategy for all social channels & the SemiStories blog to support two brands: BOXI and Semihandmade

Managed and developed influencer strategy, partnership & press opportunities for social and editorial channels

Identified and analyzed key reporting metrics for social to drive revenue by +50% on average MOM with both organic and paid social strategy

SENIOR COPYWRITER & BRAND MANAGER

Gardenhouse Brands | May 2018 - Feb 2021

Launched and developed Domcbd, Dompen, Koa Exotics, and Gardenhouse branding, marketing strategy & creative direction

Analyzed, forecasted, and tracked yearly and quarterly marketing budgets & managed community managers and brand ambassadors



SKILLS

Content Strategy

Copywriting

Campaign Pitches

Scriptwriting

Analytics

Social Content Planning

Project Management

Brand Strategy

Creative Direction

Taglines

Narrative Development

Tone Strategy

AWARDS, ETC.

Lucid Motors: Nominee

The Cheesecake Factory: Finalist

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Waymo: Finalist

Juror: LE BOOK Social Creative Panel

EDUCATION

WILLIAM & MARY

BA, Political Science 2015

BA, Material Identities 2015

REFERENCE

JILL WHALEN

Social Director & Strategist

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