



# DESTINIE ORNDOFF

Copywriter | Marketing Strategist

Portfolio: [destinieorndoff.com](http://destinieorndoff.com)

I treat copywriting like method acting. I immerse myself in an audience's world until I can think and speak as if I'm their childhood best friend. Think of me as the *female Joaquin Phoenix*: Fully committed, slightly obsessed, and 100% dedicated to the craft.

## PROFESSIONAL EXPERIENCE

### BUSINESS NITROGEN | Copywriter, Marketing Strategist

January 2024 - December 2024

- Delivered copy and creative strategies to 3x clients across diverse industries, including health and wellness, entrepreneurship, education, and sales.
- Managed multiple projects simultaneously, ensuring timely delivery of web, email, social, landing page, and ad copy.
- Wrote copy that drove measurable results, including sold-out virtual events and a 20% increase in sales for major clients.
- Optimized Google ad campaigns through keyword research, achieving a 30% boost in web traffic and a 20% rise in search engine rankings for a NY Times best-selling author.
- Co-led webinar promo campaigns across email, web, and social platforms, driving a 25% increase in ticket sales and a 30% growth in audience engagement for a major client.
- Collaborated with designers, website builders, and clients to align messaging with business goals.

### WREIN | Direct Response Copywriter, Marketing Strategist

November 2022 - December 2023

- Wrote YouTube scripts and podcast content for an audience of 50,000+, and newsletters for 100,000+ email subscribers.
- Optimized copy to meet federal regulations and brand voice, resulting in a 15% increase in customer satisfaction and a 10% increase in loyalty.
- Led paid ad campaigns for an OPM masterclass, leading to a 40% increase in landing page traffic, 35% more registrants, 7 sold-out events, and a 25% growth in coaching upsells.
- Co-planned and launched WREIN LIVE, selling out the event to 16,000 in-person registrants through digital and physical marketing materials.
- Co-managed 2 product launches per month, 2 virtual events per quarter, and 1 LIVE event from ideation to launch, resulting in 1.2 mil+ in revenue.
- Revamped the flagship masterclass using storytelling and structural tension strategies, resulting in a 5x increase in sales and retention.

### GREATER GOOD (CHARITY USA) | Email Marketing Specialist, Copywriter

February 2022 - October 2022

- Wrote, edited, and scheduled 10x emails daily for 500,000+ customers, averaging \$200,000+ in monthly e-commerce sales.
- Refined e-commerce and cause-related email designs for web and mobile UX.
- Optimized emails through A/B testing, personalization, and dynamic content management resulting in a 20% increase in email openings and CTR.
- Designed automated, multi-touch lifecycle campaigns using behavioral triggers, increasing retention by 15% and driving repeat purchases.
- Collaborated in daily Microsoft Teams meetings to plan upcoming promotions, content campaigns, and email send schedules.
- Quality assured emails for working links and active promotions, resulting in a 97.5% satisfaction rate from customers.

### TRI STATE ENTERPRISE | Marketing Copywriter and Strategist

January 2020 - February 2022

- Wrote daily newsletters, website copy, paid ads, and social media content, contributing to over \$150,000 in monthly recurring revenue.
- Managed a rich social content calendar, growing the audience by 25,000 followers in six months and boosting social media shares by 25%.
- Wrote copy for 4 service businesses including: lawn care, HVAC, remodeling, and electrical, resulting in a 34% increase in customer appointments.
- Strategized and executed paid digital campaigns across Facebook, Instagram, TikTok, and LinkedIn, driving a 40% increase in website traffic and sales.
- Optimized the company's online presence and response times, achieving a 98% customer satisfaction rate.
- Designed flyers, brochures, e-books, and business cards, to enhance brand recognition and streamline outreach efforts.

## FREELANCE & PASSION PROJECTS

### DERANGED MINDS ENTERTAINMENT | Writer, Producer, Strategist

May 2015 - Present

- Led email and social media campaigns, generating over \$23,000 in sales for two feature films.
- Built an engaged community of 40,000+ followers across Facebook, YouTube, and Instagram through strategic storytelling and content creation.
- Authored, proofread, and finalized three feature-length screenplays for worldwide distribution.
- Successfully wrote, pitched, and secured \$150,000 in funding for a documentary on a movie star, leading to a feature-length directorial debut.
- Developed and managed budgets for three films, overseeing all aspects of production from pre to post.
- Managed a 16-member film crew during a two-week shoot, leveraging leadership, team-building, and problem-solving skills to ensure a streamlined production workflow and on-time completion.

### SUCCESS MAGAZINE | Copywriter, Marketing Strategist

February 2024 - Present

- Developed copy and marketing strategies for a 125-year-old legacy brand, increasing engagement and connecting with a modern audience.
- Wrote editorial and promotional copy that bridged the gap between traditional readership and a new generation of entrepreneurs and business leaders, ultimately boosting subscription conversions for print and digital.
- Collaborated with editorial and design to maintain consistent, on-brand messaging across all channels.
- Optimized emails through A/B testing and performance analytics, achieving a 25% boost in click-through rates and a measurable increase in subscriptions.
- Authored monthly press releases for new issues, ensuring timely and accurate communication of key events and coverage.

## SKILLS & STRENGTHS

- Copywriting, Creative Storytelling
- Editing, Proofreading, and Quality Assurance
- Consumer Psychology, Market Research
- A/B Testing, CRO, SEO, SEM
- Cross-Channel Copy Skills (Web, Email, Social)
- Desktop UX, Mobile UX
- Lead Generation, Influencer Marketing
- Punctual Collaboration in Remote Environments
- Communication, Adaptability, Problem-Solving
- Project Management and Deadline Accountability

## SOFTWARE

- Mac OS
- Microsoft Suite, Google Suite
- Hemingway Editor, Grammarly, SubjectLine.com
- SEMrush, Headline Studio
- Mailchimp, ActiveCampaign, Bluecore
- GoHighLevel, Wix
- Canva, Figma
- Meta Business Suite, Zapier
- Asana, Trello, Monday.com, ClickUp
- Teamwork, Slack

## EDUCATION

- Bachelor of Arts, Communications & Electronic Media
- Waynesburg University, August '15 - December '19

## CONTACT

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