

RAYE EBENSTEINER, SENIOR COPYWRITER

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Summary: *Energetic, curious, self-motivated creative concealer, copywriter working on campaigns in health, wellness and lifestyle managing brand voice, video, all social platforms, instore, email, digital, eCommerce, SEO, photo and video production, product development, packaging, retail, influencer collaborations and activation events. Passionate about teamwork, lifting team members up, and mentoring new creatives. Recognized for collaborative, friendly approach, positivity, out-of-the-box strategic thinking, leadership, nurturing relationships and exceptional presentation skills. Personally, an unapologetic vegan devoted to living a life rooted in wellness.*

WORK EXPERIENCE

Lead Copywriter | EDGEWELL PERSONAL CARE, New York, NY | edgewell.com | March 2024 – present

Responsible for conception and execution of brand campaigns, all copy and messaging across channels and campaigns: ecommerce, DTC, video, web, SEO, social media, paid social, digital, email campaigns, in-store signage and display, global packaging, activations and customer engagement. Create and manage brand standards and ensure consistent of tone of voice. Manage freelancers and interns. Manage photo and video shoots. Monitor cultural and industry trends in wellness. Juggle volume of creative and strategy projects while meeting deadlines.

- Lead all marketing copy for skincare, suncare + beauty for Hawaiian Tropic Suncare, Playtex, Skintimate, Intuition, and Carefree
- Lead creative ideas and campaigns for DTC, new product launches across digital, owned, earn and paid channels
- Create and manage content calendar for Hawaiian Tropic across digital platforms and participate in internal data recaps, summarizing consumer insights to inform future content and creative
- Research and develop brand competitive analysis to find white space for brand voice, tagline and key messages
- Lead production on the new Playtex 2025 campaign, refining strategy and target audience, executing on-brief creative, script writing, casting talent, hiring production team, location sourcing, and post-production
- Execute Hawaiian Tropic “Tana Sutra” campaign across earned and owned brand platforms, increased social following by 34% with 850M earned media impressions – and +9.5% in \$ sales with a +5.4pt share gain over a year ago
- Contributed to the 2024 growth of Hawaiian Tropic shares by 13%, the highest share growth for the entire organization in five years

Copywriter | FCB NY, New York, NY | fcbnorthamerica.com | September 2023 – March 2024

Developed creative concepts for ad campaigns, digital content, websites, microsites, social copy, performance marketing materials for assigned health and wellness brands. Led brainstorming and ideation with teams. Developed strategic ideas, based on complex facts and transformed them into relatable, educational, consumer-friendly content. Analyzed strategic insights for cultural trends to develop compelling, relevant storytelling in healthcare and everyday wellness. Part of agency culture and team building group.

- Created social-first work, voice, copy for both Spanish- and English-speaking audiences, concepted projects across social platforms
- Worked with strategy to understand Floridians healthcare needs, creating nuanced communication for different target audiences
- Part of team on launch of Mets Amazin’ Day 2024, reaching over 2M+ New Yorkers across earned media and owned platforms
- Pitched multiple concepts for national campaign for Morningstar Farms healthy vegetarian products
- *Clients: Florida Blue, Morningstar Farms, Mets*

Copywriter | DENTSU CREATIVE, New York, NY | dentsucreative.com | February 2022 – September 2023

Concept and create culture-shifting social-first ideas, brand tone and voice, copy and content strategy for a portfolio of wellness and healthcare brands. Responsible for content development, client presentations, stakeholder and fostering internal collaboration across time zones. Collaborate with strategy, brand, and partners, digging into new target audiences and getting real with them. Develop creative strategy, conceptual ideas, produce content and campaigns. Function as wellness voice expert on assigned Haleon wellness brands. Internal resource for trends in wellness and health and often serving that role externally with clients and stakeholders. Present and sell creative concepts to brand marketing clients and key stakeholders. Worked on winning AOR social pitch for Walmart

- Identified new audiences and developed bold creative strategies, achieved 42% increase in engagement with LGBTQ+ and Gen Z
- Launched 2022 national TUMS Super Bowl campaign that achieved 400K+ pre-game engagements and national media coverage
- Handled 5-7 projects weekly, meeting tight deadlines daily for 4 Haleon wellness brands simultaneously while pitching new business
- Led rebranding for 7 beauty, personal care, and wellness brands, creating style guides with tone of voice, look and feel
- Created Gen Z-targeted wellness campaigns leading to 22% increase in digital engagement for Emergen-C on Instagram and TikTok
- Recognized for reliability, strong work ethic, friendly attitude, leadership, and relationship management to achieve business goals
- *Clients: ChapStick, TUMS, Bravo TV, American Express, Preparation H, Emergen-C, Yoplait Yogurt, Oui Yogurt, Kroger, IMAX Theatres*

Copywriter | SID LEE, Los Angeles, CA | sidlee.com | June 2021 – January 2022

Developed creative concepts across all channels – video scripts, packaging, brand narrative, social and paid digital campaigns. Collaborated with social and brand strategy, project management, designers in creating on-brand copy and maintaining brand voice.

- Concepted ideas, video content and all copy for highly successful Bali Holiday and Maidenform campaigns
- Developed concepts, themes and all launch creative for new Hanes’ Men’s Brief, exclusively at Walmart
- Created taglines, brand story and pitch for Caldrea Fragrance
- Concepted and wrote tweets for Dos Equis Lager for 7 months – daily!
- *Clients: Hanes, Bali, Maidenform, Dos Equis Lager, Netflix, Caldrea Fragrance, Amazon Prime Video*

Copywriter | YOUNG HERO, Brooklyn, NY | younghero.us | March 2021 – June 2021

Handled brand story, social concepts, marketing emails, and blog content. Studied Mexican culture and consumer trends.

Clients: Lobos 1707 Tequila (LeBron James), Lonely Whale (nonprofit)

Freelance Copywriter | New York, NY | September 2019 - present

Clients: Headspace Mushroom Coffee, FoxFit (Australian fitness gym), Hearing Awareness (National broadcast), Boom by Cindy Joseph Skincare, DeepWell Artesian Skincare, U.S. Navy, Joia All-Natural Soda

Parts, Beauty & Lifestyle Model | New York, NY | rayebrooke.com | September 2018 – present

Represented by: Stewart Talent, Chicago and New York; Parts Models Agency, New York, NY; Bella Agency, New York, NY

TECHNICAL SKILLS

Adobe Illustrator	Adobe InDesign	Adobe Photoshop	Adobe Premiere Pro	Microsoft Office
Adobe Workfront	Microsoft Teams	Slack, Zoom	Google Suite	Figma
Claude by Anthropic (AI)	ChatGPT (AI)	Microsoft Word	Microsoft PowerPoint	Asana
Meta (Instagram, Facebook)	YouTube	TikTok	Pinterest	Shopify

RELATED SKILLS

Conceptor, conceptual skills	Strategic thinking	Editing, proofreading	Attention to detail	Creative thinker
Agile & resourceful	Culturally aware	Time management skills	Energetic, positive	Collaborative
Persuasive presenter	Leadership skills	Curious, driven	Highly organized	Agile, adaptable

EDUCATION

Savannah College of Art & Design, Savannah, Georgia

Bachelor of Fine Arts, Advertising & Branding, Copywriting + Luxury Fashion Marketing, The Business of Beauty & Fragrance

School of the Art Institute of Chicago, Chicago, Illinois

Major: Bachelor of Arts, Art History, September 2018 (transferred)

Paris College of Art, Paris, France

Couture Fashion Design, June 2015

AWARDS & RECOGNITION

ARTBASH Installation Artist, Chicago, IL

GirlGaze Ambassador, Emerging female artist in U.S.

Regis Center for Art, University of Minnesota, Photography Exhibition

Dow Art Gallery, Saint Paul, MN Portrait Exhibition

International Photography Award, Honorable Mention

ACTIVISM & VOLUNTEERISM

Citizens' Climate Lobby

Animal Equality

Prospect Park Alliance

Her Campus (Journalism), Columnist and Photojournalist, Chicago, IL

Elephant Nature Park, Chiang Mai, Thailand

Lifestart Foundation, Hoi An, Vietnam

Daughters Of Cambodia, Phnom Penh, Cambodia

Hope for Happiness Centre, Kampot, Cambodia

Breaking Free Non-Profit Rescuing sex trafficking victims, Saint Paul, MN

EXTRA

Traveled to 25 countries. Spent 4 months in SE Asia working with NGOs. Spent 4 months in Paris immersed in the culture. Started Rayebird at 16 years old, an eCommerce apparel business for good with proceeds donated to sex trafficking nonprofits. Have a dedicated photography website that is woefully not updated. Modeled since age 14 for national brands; earnings are donated to nonprofits each year. Going through tattoo removal (less fun than getting them), hand-selected by national Chanel leadership (working for Chanel beauty) for intensive product formulation education. For fun: my Substack "Send a Postcard," travel, ceramics, Palm Springs photography, flowers from seed, museums, midcentury modern, new coffee shops, barre, rock climbing and my black cat Nuit.