

RAYE EBENSTEINER

Associate Creative Director, Copywriter

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Senior creative who collaborates with strategy, brand leaders, and creative partners in driving campaign concepting, rebranding, and selling ideas up to client leaders. Experience concepting across social, online video/OTV, OOH, digital, influencer, brand activation and production. Known to coach clients into bold, uncomfortable territories, even when ideas don't get produced, and to receive feedback graciously. Creative who lifts the team, fosters client trust and never phones it in.

EXPERIENCE

Senior Copywriter

Conscious Minds | Los Angeles, CA | 2026 – Present

Lead copywriter for entertainment-oriented advertising agency on Amazon's The Chosen Seasons 6 & 7 (not released) — one of the most-watched independent series in history. Responsible for concept through execution with actors, episodic storylines and teaser ideas across paid and organic social, OOH, OTV, digital, paid social, and large-scale campaign stunts, presenting directly to studio executives and external stakeholders. Contributor / idea pinch hitter (as needed) for clients such as Nike, Google, Yahoo.

- Partner with art director to shape work; concepting and scripting, headlines, copy across broad campaign platforms and channel-specific executions with a social-first mindset
- Pitched celebrity talent; wrote interview scripts and on-camera content for YouTube series
- Ideate guerrilla and large-scale stunts extending reach beyond traditional media channels
- Manage, motivate and provide feedback to freelance and junior teams for tone and brand consistency

Senior Copywriter

Movers+Shakers | New York, NY | 2025 – 2026

Led Staples B2C and B2B social brand channels from the ground up at a start-up social agency. Concepted disruptive, social-first ideas and produced 75+ pieces of original content monthly across TikTok, Instagram, and LinkedIn. Partnered with content creators. Presented integrated campaign work; solely responsible for selling to concepts to clients.

- Managed transformation into social space; mentored junior creatives through ideation and execution
- Maintained brand voice and messaging across all touchpoints, integrating generative AI tools into workflow

Senior Copywriter / Creative Lead

Edgewell Personal Care | New York, NY | 2024 – 2025

Jumped client side as integrated creative lead for global skincare, beauty and personal care portfolio. Owned brand voice, messaging and campaign strategy, brand concepts, organic and paid social, video, ecommerce, brand activations in the wild, brand identity (look/feel/naming/packaging/retail expression). Directed photo and video production shoots.

- Conducted competitive analysis to identify white space and define brand voice, taglines, and key messaging
- Led new Playtex 2025 campaign end-to-end: scripting, casting, production team hiring, location, directing
- Led Hawaiian Tropic rebrand across social, email, SEO, website, retail, contributing to 13% growth — highest share growth across the entire organization in five years
- Consistently delivered on-brief, on-brand concepts; led presentations to cross-functional, global marketing teams
- 2025 Beauty Awards Today Show, Hawaiian Tropic Sheer Touch Face
- 2025 THE ENDCAPS Beauty PDP Awards Finalist, Playtex Sport
- 2025 Women's Health Beauty Innovation Award, Skintimate 2-in-1 Shave Oil
- **CLIENTS:** Hawaiian Tropic, Banana Boat, Playtex, Carefree, o.b., Skintimate, Schick Men's, Intuition, Hydro Silk

Senior Copywriter

FCB NY | New York, NY | 2023 – 2024

Developed creative for health and wellness brands across paid social, digital, performance, and OOH. Collaborated with strategy to turn cultural insights into compelling stories for English- and Spanish-speakers.

- Created bilingual campaign work; concepted weekly social projects across multiple brands
- **CLIENTS:** Florida Blue, New York Mets Amazin' Day 2024 launch; social and earned media reaching 2M+ New Yorkers

Copywriter

Dentsu | New York, NY | 2022 – 2023

Managed several core agency clients. Concepted and wrote culture-shifting creative for entertainment brands, personal care and lifestyle brands. Served as brand voice expert and internal go-to resource for pop culture and trend intelligence — often teaching and coaching clients and brand management too. Trusted to independently present and sell work directly to clients.

- Created social media content for Bravo TV’s “Housewives of Dubai,” and “Below Deck Down Under”
- While on the Bravo team, grew their Instagram from 1 mil to 2+ mil followers
- Core team for national TUMS Super Bowl campaign — 400K+ pre-game engagements and national media coverage
- Partnered with strategy to identify new audiences and develop bold creative targeting Gen Z and LGBTQ+ for a legacy wellness brand called Preparation H; set the bar for new work and pushed client’s business forward
- Developed Gen Z campaigns driving a 22% increase in digital engagement for Emergen-C on Instagram and TikTok
- Key player on winning new business pitch for Walmart, awarded AOR as social media agency
- Led 5–7 projects weekly across 4 simultaneous brands with strong time management and reliable delivery
- Recognized for strategic thinking, persuasive presentations, creative leadership, and relationship building
- **CLIENTS:** Bravo TV, ChapStick, TUMS, Preparation H, Emergen-C, Bravo TV, American Express, Yoplait

Associate Copywriter

Sid Lee | Los Angeles, CA | June 2021 – February 2022

Hired as intern, promoted to associate. Created concepts across video, social, digital, and brand narrative for lifestyle brands.

- Concepted, presented, and wrote successful Bali, Maidenform, and Hanes Holiday campaigns
- Concepted and wrote launch campaign for Hanes' Men's Brief, exclusively at Walmart
- Wrote 100% of daily tweets for Dos Equis Lager
- **CLIENTS:** Dos Equis Lager, Caldrea, Hanes, Bali, Maidenform

Freelance Copywriter — Fashion, Beauty & Lifestyle | 2018 – present

CLIENTS: Function Health, Headspace Mushroom Coffee, FoxFit (fitness), hearing.org (Nonprofit on hearing wellness), Boom Skincare by Cindy Joseph, DeepWell Artesian Skincare, U.S. Navy, Joia All-Natural Soda, Lobos 1707, Lonely Whale Nonprofit

SKILLS & CAPABILITIES

Full-funnel, omnichannel campaign strategy and concepting · Collaborative ideation · Copywriting & brand voice · Scripting · Production · New business pitches · Client presentations & relationship management · Integrated campaign strategy · Mentorship & creative management · Project and workflow management · People skills · OOH · OTV · Digital · Social · Influencer · Experiential · Retail · Adobe CC (Illustrator, InDesign, Photoshop) · Adobe Workfront · Figma · Asana · Google Workspace · AI tools (ChatGPT, Claude) · Meta · Google Ads · TikTok · Pinterest · YouTube · X · LinkedIn

EDUCATION

Savannah College of Art & Design (SCAD) Savannah, GA — BFA, Advertising & Branding, Copywriting & Communications

Additional specialized coursework: Luxury Marketing, The Business of Beauty & Fragrance

School of the Art Institute of Chicago (SAIC) Chicago, IL — Major, Art History, *Transferred to SCAD*

AWARDS & RECOGNITION

School of the Art Institute of Chicago — ARTBASH Installation Artist · Distinguished Scholar Award

International Photography Award — Honorable Mention · University of Minnesota Photography Exhibition

A LITTLE EXTRA

Traveled to 27 countries. Lived 4 months in SE Asia volunteering for NGOs. Founded Rayebird at 16, an e-commerce brand that donated 100% of net profits to sex trafficking survivors. International photography award winner. Volunteer with Animal Equality and Prospect Park Alliance. For fun: ceramics, barre, rock climbing, and the joy of growing flowers from seed.