

## RAYE EBENSTEINER

Associate Creative Director, Copywriter

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Conceptual creative copywriter with 6+ years with traditional advertising agencies and brands. Proven record concepting and selling awarded work across full-funnel campaign strategy: TV/OTV, OOH, digital, online video, social, influencer, activation and production. Known for selling ideas up and delivering them all the way through — including new business pitches. A committed, energetic creative who lifts team, fosters client relationships, and never phones it in on a brief.

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### EXPERIENCE

#### Senior Copywriter

**Conscious Minds** | Los Angeles, CA | 2026 – Present

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

- Partnering with art director to shape work; concepting and scripting OTV spots, headlines, copy across broad campaign frameworks and channel-specific executions
- Ideating guerrilla and large-scale stunts extending reach beyond traditional media channels
- Pitched celebrity talent; wrote interview scripts and on-camera content for YouTube series
- Managing, motivating and providing feedback to freelance and junior copywriters to maintain voice 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

Global integrated lead for skincare, beauty and personal care portfolio. Owned brand voice, messaging playbooks, full-funnel campaign strategy, brand concepts, video, ecommerce, social, activations, brand identity, naming, packaging, retail expression. Concepted image look/feel, 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 double-digit growth
- Contributed to 13% growth for Hawaiian Tropic — 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
- Brands: 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 360° campaigns: paid media, OTV, social, digital, performance, and OOH. Collaborated closely with strategy to turn cultural insights into compelling narratives for English- and Spanish-speaking audiences. Begged for more opportunities, pitched in ideas for Morningstar Farms and New York Mets.

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

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### **Copywriter**

**Dentsu Creative** | New York, NY | 2022 – 2023

Managed several core agency clients. Concepted and wrote culture-shifting creative for 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.

- Concepted and delivered launch work for Bravo TV's new series "Housewives of Dubai"
- Core team in cross-departmental integration for national TUMS Super Bowl campaign — 400K+ pre-game engagements and national media coverage; credited awarded work
- Partnered with strategy to identify new audiences and develop bold creative targeting Gen Z and LGBTQ+ consumers for a global wellness brand; 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: ChapStick, TUMS, Preparation H, Emergen-C, Bravo TV, American Express, Yoplait

### **Associate Copywriter**

**Sid Lee** | Los Angeles, CA | 2020 – 2022

Hired as intern, promoted to associate. Developed concepts across video, packaging, social, digital, and brand narrative for consumer and lifestyle brands including Caldrea, Hanes, Dos Equis, and Bali.

- 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

**Freelance Copywriter** — Fashion, Beauty & Lifestyle | 2018 – 2023

Clients: Boom by Cindy Joseph Skincare, DeepWell Artesian Skincare, U.S. Navy, Joia All-Natural Soda, Lobos 1707, Lonely Whale Nonprofit, Hearing.org Nonprofit

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### **SKILLS & CAPABILITIES**

Full-funnel campaign strategy · Concepting & ideation · Business acumen · Copywriting & brand voice · Scripting (OTV, video, social) · Production · New business pitches · Client presentations & relationship management · Integrated campaign strategy · Mentorship & creative 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

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### **EDUCATION**

**Savannah College of Art & Design** — BFA, Advertising & Branding, Copywriting & Communications

Special coursework: Luxury Fashion Marketing, The Business of Beauty & Fragrance

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### **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

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### **A LITTLE EXTRA**

Traveled to 27 countries. Founded Rayebird at 16 — an e-commerce brand that donated 100% of earnings to nonprofits supporting survivors of sex trafficking. International photography award winner. Volunteer with Animal Equality and Prospect Park Alliance. For fun: ceramics, barre, rock climbing, and the particular joy of growing flowers from seed.