

Gwen Tan

From B2B to B2C, I write inspiring copy that bring brands to life, be it tech, e-commerce or lifestyle.

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Education

New York University

B.A in Social

Sciences,

Media Studies

Skills

B2B

B2C

Concepting

Editorial

Print

Scriptwriting

SEO

Software

Asana

Contentful

Figma

G-Suite

Keynote

Plaid, Copywriter

June 2022 → May 2024 · New York City

- Partnered with designers, product marketing, growth, and content teams to tell data-driven stories
- Wrote for creative campaigns, ads, web, emails, and social media
- Lead copywriter for lifecycle marketing that grows revenue
- A/B test copy to optimize messaging
- Simplify complex products into engaging copy

Braze, Senior Copywriter

September 2020 → June 2022 · New York City

- Wrote for ads, chat bot scripts, product launches, web, emails, newsletters, video scripts, direct mail kits, and events /webinars
- Turned technical concepts & data into clear, human language
- Collaborated with product managers to create buyer-focused messaging for different personas/B2B audience
- Managed a freelancer to help with copy projects

The Wall Street Journal/The & Partnership, Copywriter

January 2015 → September 2020 · New York City

- Wrote campaign messaging and member communications across channels (emails, websites, social, print and digital)
- Lead copywriter for WSJ+, a benefits program with 1 million+ subscribers in the U.S., EMEA and Asia
- Lead copywriter for thejournalcollection.com—an e-commerce pop-up which brought in \$200k+ in revenue
- Translated complex content into engaging, bite-sized stories
- Collaborated with WSJ's marketing team and art directors

Freelance Advertising Copywriter, 2010 → 2014

I freelanced for a few ad agencies in New York and Singapore, including BBH Asia Pacific, McGarry Bowen and Wunderman. I conceptualized campaign ideas for a sports drink, a mobile network, a insurance billboard, and a bank.

Editorial

I started my career as a fashion stylist & writer for a few design and luxury publications like L'Officiel Magazine, designtaxi.com, and Surface Magazine.