



# Anna Xiques

Associate Creative Director  
Copywriter

Creative problem-solver with 9 years of experience and a strong portfolio of successful campaigns, driving improved brand recognition, sales, and customer engagement. Expert in copywriting, concept development, team leadership, and client relations.

## Work Experience

2021- Present | Edelman | New York

### Associate Creative Director Copy

Utilized data and analytics to inform creative decisions and optimize campaigns for maximum impact.

Led the creation of high-quality creative experiences, leveraging earned media practices.

Collaborated with strategic and creative counterparts to develop creative briefs that addressed client objectives and brand positioning.

Directed the copy, concept, and production of all assets, including websites, social, and email campaigns.

2019 - 2021 | Zimmerman Advertising | Florida

### Associate Creative Director Copy

Directed the copy, concept, and production of digital assets for website, social, and email campaigns.

Oversaw the creative process from concept to completion on various integrated marketing initiatives.

2018 - 2019 | Rokkan | New York

### Senior Copywriter

Wrote creative copy for all client assets ahead of major product launch. Developed persuasive copy and content for websites, blog posts, emails, press releases, and other marketing materials.

Collaborated with designers to create visually appealing webpages and emails.

Conducted thorough research to ensure accuracy for all copy.

Created compelling headlines and ad copy to drive engagement and generate leads.

Optimized copy for SEO to maximize organic search engine traffic.

2017 - 2018 | PI&C | New York

### Senior Copywriter

Brainstormed and pitched creative concepts for campaigns.

Managed multiple projects simultaneously, meeting tight deadlines and exceeding client expectations.

Developed stories and scripts for OLV.

Created compelling social post headlines and caption copy to drive social engagement.

2015 - 2017 | mcgarrybowen | New York

### Copywriter

Wrote creative copy for a wide range of clients, from start-ups to Fortune 500 companies.

Brainstormed, developed and pitched creative concepts for campaigns with creative team and leadership.

Developed stories and scripts for video and radio commercials.

## Contact

✉ [annaxiqueswrites@gmail.com](mailto:annaxiqueswrites@gmail.com)

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📍 New York

🌐 [www.annaxiques.com](http://www.annaxiques.com)

## Education

### Miami Ad School

*Copywriting Diploma*

Completed in 2015

### Florida International University

*Bachelor of Arts in English Lit*

Completed in 2010

## Fun Facts

- I'm a musical theater performer.
- I opened a sexual wellness shop for women.
- I was a juror for the Miami International Film Festival.