

STEPHANIE SCHECHTER

COPYWRITER

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stephanieschechter.me



PROFESSIONAL SUMMARY

With more than ten years of creative brand copywriting experience and multi-decade roots in the surf industry, I have honed my craft of building and maintaining written voices for surf, wellness, and outdoor lifestyle audiences around the globe. My professional background of defining voice and tone for a range of tech, consumer, and lifestyle brands has given me a versatile playbook of writing skills that can be applied to a multitude of channels for any industry, anywhere in the world.



WORK HISTORY

Surfline

Brand Marketing Lead

October 2025–July 2026

Senior Copywriter

September 2022–October 2025

Copywriter

April 2021–September 2022

- Developed and maintained company-wide brand voice, tone, and copy guidelines with contributions to editorial voice and content
- Led and executed copy on all marketing content, including major product launches, growth campaigns, and editorial pushes
- Led and executed all product copy, including UX updates, new features, pricing page changes, user funnel experiences, and in-app tutorials
- Crafted copy for thousands of email and in-app touchpoints for onboarding, conversion funnels, user journeys, promotions, and beyond
- Worked cross-functionally with marketing, product, design, and editorial teams, as well as external creative partners on creative copy direction and all copy execution
- Maintained strategic marketing partnerships with surf organizations in Australia, United States, and the United Kingdom
- Executed quarterly multi-brand partnership marketing campaigns from pre-production to launch, including writing all copy and driving creative direction, while assisting with partner agreements and campaign buildout

Brain Corp - Content Marketing Specialist

August 2020 - April 2021

- Developed and executed copywriting, content marketing, social media strategy, and internal communication plans, managing company social media profiles and increasing followers and engagement by 10% each month
- Led copy direction and executed copywriting and editing of blog posts, landing pages, email copy, and case studies

Raken - Marketing Copywriter

March 2019 - March 2020

- Wrote all copy for blog, email, landing pages, social media, eBooks, contributed articles, bylines, and other marketing collateral, working cross-functionally under tight deadlines to write content for a full website redesign and major product launches
- Managed all company social media pages, including Facebook, Instagram, LinkedIn, and Twitter, creating both organic posts and paid campaigns and increasing engagement by over 100%



SKILLS

- Copy / Content Writing
- Brand Marketing
- Content Management
- Campaign Development
- Project Management



EDUCATION

University of California, Santa Barbara - Bachelor of Arts, Class of 2017

- Major in Communication
- Minor in Professional Business Writing
- College of Letters & Sciences Honors Program
- Surf Team Captain