

HAYLIE PRESNELL

COPYWRITER

CONTACT

248 408 8202

hnpresne@gmail.com

hpresnell.com

SKILLS

- + Writing
- + Proofreading
- + Editing
- + Storytelling
- + Pitching
- + Creative Strategy
- + Brand Voice & Tone
- + Research

EDUCATION

BACHELOR OF ARTS
IN COMMUNICATION
Oakland University
Minors in Creative Writing &
Broadcasting.

EXPERIENCE

COPYWRITER/LATCHA

05/2024 - PRESENT

Write copy on behalf of the Ford Pro team.

Channels: Digital, Print, and Video.

COPYWRITER/MRM

03/2022 - 02/2024

Wrote copy to promote GM brands, products, and rebrand of GM Fleet into GM Envolv.

Channels: Digital, Print, Social, Email and Video.

COPYWRITER/GTB

01/2020 - 03/2022

Wrote and produced commercials for Ford dealerships nationwide.

Channels: TV, Radio, Digital, Print, Social and Email.

JUNIOR COPYWRITER/GTB

09/2019 - 12/2019

Spent most of my time running maintenance on Ford.com.

Channels: Web and Social.

COPYWRITER INTERN/ROCKET MORTGAGE

05/2019 - 08/2019

Wrote all copy for the One Reverse Mortgage team.

Channels: Email, Social and Web.

COPYWRITER INTERN/UNITED WHOLESALE MORTGAGE

10/2016 - 01/2017

Wrote copy internally for United Shore & externally for UWM.

Channels: Digital, Print, Social and Video.
