

CHRISTINA KNUEVEN

Los Angeles, CA

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EXPERIENCE

FREELANCE COPYWRITER

City National Bank, Los Angeles, CA

September 2017 – Present

- Write and edit marketing and advertising materials for print, digital, email, direct mail, social, and web properties.
- Concept and develop new product launch campaign to rebrand and relaunch the bank's premium credit card.
- Develop content strategy, brand tone, and copy guidelines.

COPY LEAD / COPYWRITER

NOMAD Agency, Los Angeles, CA

February 2016 – September 2017

- Led copy team to develop and generate content strategy, website copy, branding, social media, scripts, digital campaigns, SEO blogs, and email marketing for various clients within education, tech, health and wellness, and food verticals.
- **Clients included:** MyMo Mochi Ice Cream, Burgerim, University of Southern California, Denise Austin, and Griddy Energy.

FREELANCE WRITER

eHow, Los Angeles, CA

April 2016 – December 2016

- Wrote curated lists and blog posts about everything from recipes to DIY home design to homemade cleaning supplies. Articles [here](#).

COPYWRITER & EDITOR

My Health Career Navigator, Los Angeles, CA

May 2014 – February 2016

- Developed and managed content production for print, website, social, and email.
- Edited reports and literature reviews examining emerging issues, challenges, and opportunities to build the primary care workforce in California.

WRITER

Mission and State, Santa Barbara, CA

March 2013 – May 2014

- Wrote, proofread, edited, and fact-checked long form narrative journalism.

EDUCATION

UNIVERSITY OF CALIFORNIA, SANTA BARBARA

B.A., Literature and Creative Writing

GPA: 3.79

UNIVERSIDAD DE GRANADA, SPAIN

Spanish Literature

GPA: 4.0