ANDREW LEAMON

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SENIOR COPYWRITER

Hands-on, story-obsessed copy leader with thirteen years of experience building and refreshing brands with strategic messaging and groundbreaking campaigns across platforms. Managed voice and tone for dozens of brands across industries, mentored writers, and developed style guides and training materials—all while breaking recruitment records, generating millions in sales, and producing award-winning work.

EXPERIENCE

Marks/Propelis | Chicago — Feb 2023 – Oct 2026
Senior Copywriter

- Led on-pack romance and e-commerce copy for 17 CPG brands within Topco's $19.5B CPG private-label portfolio, contributing to the launch of 4,500+ SKUs nationwide.
- Managed copy across all brands by developing brand guidelines, mentoring writers, and collaborating with Designers as the voice and tone expert.
- Oversaw 6 brand refreshes from a copy perspective across product categories, bringing brand voices to life.
- Delivered high volumes of clear, engaging e-commerce product descriptions (~under 30 minutes per SKU) while consistently meeting tight deadlines.
- Built copywriting templates, messaging strategies, brand style guides, and internal training documents to ensure consistent messaging and efficient collaboration across brands and projects.
- Won the GDUSA Package Design Awards in 2025 and 2026 for a variety of packages, demonstrating strong packaging copy and creative collaboration.

Guaranteed Rate | Chicago — Aug 2021 – Feb 2023
Senior Copywriter

- Led recruiting campaigns for Loan Officers (LOs) and Real Estate Agent partners, securing the most LOs nationwide and driving the company's rise from being a Top 10 retail mortgage lender to Top 3.
- Maintained four brand voices—*Guaranteed Rate, Guaranteed Rate Affinity, Proper Rate,* and *OriginPoint*—adapting messaging for multiple target audiences and strengthening brand identities.
- Built original brand campaigns and customized marketing materials across media, integrating direct mail, video, OOH, social, and email, increasing sales and brand awareness.
- Co-directed a photo shoot for a recruiting campaign in *Chicago Agent* magazine, highlighting the company's DEI organizations and attracting new Agent partners.

Guaranteed Rate | Chicago — Jul 2018 – Aug 2021
Copywriter

- Built customized campaigns and marketing materials for Loan Officers (LOs) nationwide, integrating direct mail, OOH, social, and email to strengthen sales efforts and increase brand awareness.
- Penned the celebrated "*Down to Finance*" and "*Don't drag out your mortgage*" billboards in Chicago's Boystown neighborhood, earning recognition in the *Chicago Tribune*.
- Created integrated campaigns under tight deadlines across print, digital, social media, radio, direct mail, and out-of-home, enhancing brand visibility and attracting both buyers and agent partners.
- Developed long-form and short-form content for the *rate.com* Knowledge Center and blog, driving site traffic and increasing audience engagement.

Sears Holdings Corporation | Chicago — Sep 2016 – Jul 2018
Copywriter

- Merged storytelling with SEO to write and enrich 2,500+ e-commerce product descriptions each year for Sears, Kmart, and hundreds of brands, like LG and Samsung, generating $25M+ in annual sales.
- Researched and created buying guides and articles for Sears and Kmart's blogs, using SEO-focused content to increase site traffic and support Shoppers' decision-making.
- Co-developed promotional homepage hero banners and a sponsored promotional landing page, elevating targeted sales and boosting product visibility.
- Received Sears' Super Star Awards in Q2, Q3, and Q4 of 2017 for outstanding creative work.

Aisle Rocket Studios | St. Joseph, MI — Oct 2013 – Apr 2016
Copywriter

- Developed high-quality sales and training materials for Whirlpool brands (*Whirlpool, Maytag, KitchenAid,* and *Amana*), including P-O-P, sales resource guides, channel and trade publications, brochures, conference workbooks, in-store kiosks, and trade show displays, equipping salespeople with knowledge to drive sales and increase product awareness.
- Built SEO-friendly messaging maps for a variety of appliance categories, organizing products and features for clear and consistent communication.
- Ran brainstorms with cross-functional teams, building collaborative environments and generating winning ideas aligned with client objectives.
- Scripted sales and training videos, developing educational materials and enhancing product knowledge with a director, crew, and talent on set.

PUBLICATIONS & ACTIVITIES

Comic Book Writer, 2016 – Present
Camera Man, No Sick Days (A Spider-Man Fancomic), A Life in Sand, Image Comics' Radiant Black #22 Backup, Final Round!, FOURTHMEAL, We The Dreamers (A Legend of Zelda: Link's Awakening Fancomic), Hope Valley

Sketch Comedy Writing Student, 2017
Second City Training Center

Poet
Asylum Lake Press, fourpaperletters, Midwest Literary Magazine, The Battered Suitcase, Greatest Lakes Review, The Grey Sparrow Journal, Troubadour 21, amphibi.us

EDUCATION

Bachelor of Business Administration
Advertising and Promotion
Western Michigan University, Kalamazoo, MI