

LIBBY M. COHEN

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SUMMARY

A dynamic and strategic writer with a well-rounded track record of experience in copywriting, scriptwriting, content writing, blog/editorial writing, editing, interviewing, developing business and creative strategies, email/newsletter campaigns, brand marketing, product and customer lifecycle development, social media management, and creative brainstorming/ideation. Utilizes excellent interpersonal skills to liaise with customers and partners, communicate with vendors, and coordinate with senior leadership and creative counterparts. Ensures amplification of brand voice and tone and adheres to messaging standards. A talented and accomplished creative writer who delivers effective, data-driven content to exceed goals/KPIs in various digital channels.

EXPERIENCE

ZILLOW — *Sr. Brand Storyteller*

Remote | 2025 – 2026

- Led creative narrative development from brief through execution, owning the story arc across campaigns, events, video, social, and experiential.
- Drove partner and customer interview strategy — identifying the right voices, leading conversations, and shaping raw material into polished, on-brand stories.
- Owned storytelling for mainstage events and high-visibility moments from narrative concepting all the way through post-event content.
- Translated complex strategy briefs into bold, clear creative executions including creative briefs, scripts, treatments, concepts, and long-form narratives.
- Partnered closely with stakeholders, content leads, designers, and marketers to lead creative through production and final delivery.
- Set creative direction in brainstorming and helped the team push ideas further and faster.
- Served as a brand voice steward, helping evolve and protect how Zillow sounds across all channels and formats.
- Mentored and provided creative feedback to junior storytellers, designers, and video editors to elevate overall team output.
- Presented creative concepts and narrative frameworks to cross-functional partners and senior leadership.
- Brought a sharp cultural and creative POV into the work, staying ahead of trends in storytelling, content, and brand strategy.
- Translated corporate business goals into human impact and real-life stakes, finding the story beneath strategy to make it matter to a real audience.

ZILLOW — *Sr. Copywriter*

Remote | 2024 – 2025

- Architected end-to-end storytelling frameworks from scratch, building a scalable creative library and finetuning production processes that delivered high-quality narrative assets while significantly maximizing budget and time efficiency.
- Defined and championed core brand narrative voice, translating complex corporate positioning into human-centric, authentic brand messaging (e.g., "The Story of Home").
- Pioneered creative ideation and concepting across multi-channel campaigns, aligning creative output with broader business objectives and brand strategy.
- Drove creative copy strategy for flagship brand events (including Zillow flagship initiatives), developing full-funnel content ecosystems spanning high-converting registration pages, lifecycle email campaigns, and cohesive on-site physical/digital signage.
- Led on-site content capture and production, conducting high-impact stakeholder and attendee interviews to generate authentic social proof and event collateral in real time.

ZILLOW — Sr. Copywriter (Continued)

Remote | 2024 – 2025

- Facilitated event sessions and panel discussions, acting as a public-facing brand representative and subject matter expert to drive audience engagement.
- Served as lead rapid-response writer for Tier-2 internal and external event portfolios, delivering agile, high-turnaround content across multiple business units under tight deadlines.
- Authored engaging scripts and directed storyboards for video assets, combining editorial copy skills with hands-on video editing to deliver broadcast- and social-ready content.
- Engineered organic and paid social media content, optimizing copy for platform-specific algorithms, brand reach, and audience interaction.

ZILLOW — Contract Copywriter

Remote | 2023 – 2024

- Assisted in storytelling and naming of Zillow Unlock Event components.
- Prepared speakers for panels, sessions, fireside chats, and discussions with scripts and speaker notes; copy edited speaker presentations.
- Ensured flow, cohesive narrative, and consistent branding among live presentations.
- Brought partner stories to life from existing content and designed new interviews.
- Created video content alongside producers and editors.

DATA.AI — Lead Content Writer

Remote | 2023

- Transformed complex data-heavy and AI content into relevant, digestible messaging for B2B audiences.
- Led creative and content strategy for OOH campaigns and in-person events.
- Wrote and edited long and short-form content including blog posts, customer stories, videos, emails, newsletters, and social captions.
- Managed the brand's CMS website and assisted in rebranding the look and feel of the homepage.
- Assisted in formulating brand voice and tone focusing on AI; led product launch communication via email, socials, and OOH.
- Prepared partners with engaging and intentional questions for client-facing events.

TWITTER — Copywriter

Remote | 2021 – 2022

- Ideated, developed, and produced creative copy for Twitter #Studio marketing campaigns (scripts, static images, video, Tweets, banners, blogs, emails).
- Rebranded the Today on Twitter Newsletter; collaborated with designers, art directors, producers, creative directors, and strategists.
- Served as arbiter of voice and tone of Twitter's brand; pitched and wrote blog posts for health/safety, engineering, and marketing divisions.
- Sourced relevant Tweets to bring marketing campaigns to life and connected with B2B/B2C audiences.

THE DAILY DOT — SEO PoliTech Reporter

Remote | 2019 – 2021

- Produced complex stories on the intersection of policy and tech from start to finish on company CMS.
- Analyzed search engine optimization (SEO) and keyword trends on SEMrush, SEO database, and Google Trends.
- Unpacked timely tech topics for average consumers and efficiently reported live coverage of presidential debates under deadline.

ADDITIONAL EXPERIENCE

NEWFANGLED STUDIOS, New York, NY — *Copywriter* (2023): Lead copy for captions and assets on social for the Google Pixel 8, 8 Pro, and Portfolio launch.

DESIGNSCENE, New York, NY — *Lead Copywriter* (2023): Lead narrative and storytelling for the team's CES 2024 pitch to Pinterest.

THE TEXAS STANDARD, Austin, TX — *Intern* (2019): Wrote daily web stories to accompany broadcast; pitched and produced scripts for show spots.

1010 WINS, New York, NY — *Intern* (2019): Recorded/edited soundbites, found sources, created news content, and managed Twitter and Facebook pages.
