

Camille Bibbee

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Experience

Copywriter

7-Eleven, Inc. | Jul 2023 - Present

Build, present campaign frameworks and write content for landing pages, digital, radio, in-app communications, ad banners, social media captions, video scripts and out-of-home copy for multi-channel national campaigns across 7-Eleven, Stripes, and Speedway IPs. Collaborate and lead creative strategy with graphic designers and developers on Figma, SharePoint, and Google Workspace.

Notable Achievements:

- Designed messaging for the Cannes Lion-winning “Always Open x Ja’Marr Chase” campaign, which generated 468MM+ impressions, 182K media mentions, and 38k+ social media engagements.
- Created content for 7-Eleven and Punk Bunny Coffee by Green Day’s exclusive “Anniversary Blend” collaboration, leading to 2.39 billion earned media impressions and a 1.5x increase in store sales for the coffee category.
- Acted as interim copy lead to a team of 2 recently-hired copywriters, working with the Creative Director to oversee training, edit copy, and ensure tone of voice.
- Established the writing standard for “click-to-claim” user journeys served via email, SMS, and push notifications, driving fuel and store trips.

Copywriter

Wine Enthusiast | July 2022 - Jan 2023

Created marketing copy across email, product listings, and digital campaigns as well as long-form editorial content. Collaborated with editorial and marketing teams to produce compelling, brand-aligned content across both digital and print platforms.

Notable Achievements:

- Executed Hub & Spoke SEO optimization project for WE Learn, increasing organic traffic for the website.
- Published 3 long-form articles featured on wineenthusiast.com.
- Acted as contributing writer on Wine Enthusiast’s print catalog.

Freelance Copywriter

Beauty By Earth | Feb 2022 - Jul 2022

Conducted SEO research, tracking metrics utilizing tools such as Ahrefs, Semrush, and Google Search Console. Wrote, on average, 1-2 blog posts per week including how-to guides, listicles, personal stories, and product reviews. Created and managed the blog content calendar on Asana, with a strategy informed by analytics.

Custom Solutions Intern

LOCALiQ | May 2021 - Feb 2022

Generated social media advertising proposals, working out of several ad managers for platforms such as Instagram, Facebook, TikTok, Snapchat, Spotify, Pinterest, and LinkedIn. Built out and tracked B2B social ad campaigns.

Marketing Intern

Beauty By Earth | Oct 2019 - May 2021

Wrote email, social media, blog, and web copy. Managed influencer partnerships and affiliates via Instagram and ShareASale. Designed graphics utilizing Adobe Creative Cloud and provided photography assistance as needed.

Education

Bachelor of Arts in Journalism - Advertising Concentration - *2021*