

# Blake Renaud

## Senior Copywriter

### CONTACT

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(651) 335-1163

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#### Address

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Maple Grove, MN 55311

### ADDITIONAL SKILLS

- ✓ Copywriting (B2B & B2C)
- ✓ Storytelling
- ✓ Content Creation
- ✓ Creative Direction
- ✓ Social Media Marketing
- ✓ Concept Development
- ✓ Brand Marketing

### PORTFOLIO/SOCIAL MEDIA

#### Online Portfolio

blakewrenaud.com

#### LinkedIn

linkedin.com/in/blakewrenaud

### CAREER SUMMARY

Senior copywriter/content lead with extensive marketing experience. Stellar reputation for guiding voice, tone and brand, creating engaging content for B2C and B2B spaces, collaborating with others and being flexible, curious and empathetic.

### EXPERIENCE

#### Marvin Creative Studio, Eagan, MN (Hybrid)

Lead Copywriter, May 2022- Present

Elevate the Marvin voice and tone for digital, video, social media, signage, print materials and publications. Strategize and collaborate with art directors, designers, producers and members of the UX team.

#### Voya Financial, Minneapolis, MN (Remote)

Senior Copywriter, December 2020-May 2022

Created and oversaw all aspects of content in a variety of formats, including print materials (brochures, flyers, etc.) and digital channels (websites, emails, social media posts, video scripts, UX and more).

- Simplified complex financial language for consumers, financial professionals and brokers that helped contribute to 11% growth in '21.
- Improved the insurance claims site to help make the process simpler and easier for filers.
- Contributed to the creation of an employee portal for moving insurance coverage to Voya from their old employers.

#### UnitedHealthcare, Minnetonka, MN

Associate Creative Director, December 2014-February 2020

Content lead for all marketing initiatives, including video scripts, print materials, digital, text/SMS, social media and presentations. Directed and led external copywriters, copy editors and outside agencies.

- Developed and implemented the creative and business strategy for UnitedHealthcare through storytelling and copywriting, which helped contribute to 13% growth in overall revenue for 2019.
- Worked with various leaders to help make messaging more customer focused and simplify complex concepts.
- Sole content creator for the Community Plan national Facebook page, gaining over 210,000 likes and follows and over a 6% engagement rate during a 4-year period.
- Created a messaging matrix that outlined a variety of content and calls to action, which resulted in cost and time savings.

#### Target Corporation, Minneapolis, MN

Senior Copywriter, July 2004-December 2014

Wrote content for Target Creative in the Target voice for online, social media, signage, direct mail and publications. Led external copywriters, copy editors and other creative talent.

### EDUCATION

University of Saint Thomas, Saint Paul, MN

Bachelor of Arts in Journalism

Minor Concentration in Business Administration

Extracurricular Activities: Member of HANA (Hispanic, African American, Native American, Asian) Student Association; Intramural Sports