

GRETA MUELLER

Writer

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gretamueller423@gmail.com

EXPERIENCE

AKQA

Senior Copywriter

Mar 2022 - Present

- Writing and concepting seasonal marketing campaigns.
- Embedded with Apple Marcom.
- Promoted from Copywriter Nov 2023.

Hawkeye

Copywriter

Oct 2018 - Mar 2022

- Developed award-winning newsletter for Google Assistant.
- Wrote for social, CRM email, digital, voice skills, and beyond.
- Clients: Google, Sparkling Ice, Delta, SD Zoo, GIA, Clorox.
- Promoted from Junior Copywriter Apr 2021.

Mozilla Firefox

Copywriter Intern

May 2017 - Aug 2018

- Maintained brand voice across website and email updates.
- Developed landing page and email copy for Send Tabs.
- Created Snippets (i.e., creative blurbs) for Firefox homepage.

AdZou

Student Copywriter

Jan 2018 - May 2018

- Created strategic plan book for non-profit Great Circle.
- Wrote and edited copy across print, social, and digital.

AWARDS

GIA Brand Campaign

Horizon Interactive (Gold)

2021

Google Assistant Newsletter

Horizon Interactive (Gold); OMMA Winner; Effective Mobile Marketing Award

2019

Google Assistant Newsletter

Hermes (Platinum); MarCom (Platinum); ECHOS (COE); Horizon Interactive (Gold); IAC (Best Newsletter)

2018

EDUCATION

University of Missouri

Bachelor of Journalism, Strategic Communications

Aug 2014 - May 2018