

# CHRISSY MIZE

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Editor-turned-Producer-turned-Copywriter. Professional content person, with 17 years making stuff, like words and videos and words that turn into videos.

## EXPERIENCE

### Raw Honey Copy – Freelance Copywriter

2020 – PRESENT

- Write copy for 35+ clients – including CPG brands, agencies, and design firms – for marketing and advertising across digital, retail, video and print.
- Concepted activations and developed deck for Paramount+ sales team to pitch brand partners on sponsorships for remote Champions League broadcast.
- Wrote flagship website pages for Scharffen Berger’s rebrand – America’s first “bean-to-bar” chocolate maker – from the homepage to brand history to sustainability and process stories. Sampled lots of 70% cacao bars.
- Facilitated naming process for large upcycled snack company (under NDA), building consensus across investors, marketers, and farmers. Created a final name that combines brand values and mass market appeal.
- Created The Honey Drop newsletter – marketing inspiration, examples + personal musings. Generated inbound leads, resulting in satisfied customers saying, “Chrissy’s work is brilliant. She understood our brand and tone really well.”

### Chelsea & Rachel, Co. – Copywriter (contract)

2021 – PRESENT

- Go-to writer for Shopify Plus Partner agency supporting 25+ enterprise e-commerce rebrands and online store migrations.
- Collaborate with strategists, PMs, and designers to optimize user journeys and content strategies, leading to improved conversions and increased sales.
- Lead clients presentations of creative work, thought leadership and strategy recommendations, aligning agency teams and brand stakeholders.

### Ntropic, San Francisco – Post Producer

2018 – 2020

- Produced a range of marketing videos, including a series of ads for ESPN’s college football halftime show featuring Imagine Dragons. Facilitated edit and animation workflows, managed clients approvals, and oversaw delivery.

**EDUCATION:** UC Santa Cruz B.A. w/Honors, Latin American & Latino Studies

**SKILLS + INTERESTS:** Concepting, copywriting, naming, slow running, & even slower knitting.