



BILLY MANGGALA

SENIOR COPYWRITER - PORTLAND, OR

BILLYWRITESPDX.COM

SKILLS / EXPERTISE

- Versatile Copywriting
- Digital Expertise
- PDP Writing
- Product Marketing
- Content Creation
- Campaign Strategy
- Multi-Channel Brand Messaging
- Collaboration with Design
- Social Media Management
- Knowledgeable in sports, music, pop culture, etc.

EDUCATION

University of Oregon 2018
Bachelor's of Arts in
Journalism, Advertising, and
Cinema Studies

Hyper focus on copywriting,
editorial writing, and brand
marketing

CONTACT

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 billywritespdx.com

SUMMARY

I am a copywriter with 6+ years of in-house and agency marketing experience. I am currently with Thesis Agency in Portland writing copy for Nike's consumer-direct digital channels. I'm a creative problem solver who works fast and loves to collaborate with designers. My writing range spans from short-form, product-focused copy to long-form, journalistic storytelling. I live and breathe the Pacific Northwest and love sports, music, and the intersection between them.

WORK EXPERIENCE

Thesis - Nike

Senior Copywriter

JUNE 2022 - PRESENT

Writer for Nike Creative Studio via Thesis Agency, serving workstreams like Nike Basketball, Running, Fitness, etc.. Responsible for brand voice/messaging and PDP copy for Nike's App, email, website, and social media channels.

Polartec

Lead Copywriter

MAY 2020 - JUNE 2022

Freelance copywriter for the b2b outdoor apparel brand. Writing for print, digital, social, video, podcast, e-commerce channels. Managed brand's Twitter account.

Airbnb

Social Media Community Specialist

SEP 2019 - MAY 2020

Ran day-to-day engagement operations for Airbnb's brand channels, supporting copywriting and community management.

Edelman Public Relations

Editorial Assistant Account Executive

JUN 2018 - SEP 2019

Account executive for Edelman PR agency, working with brands like Travel Portland, Vulcan Inc., KinderCare, Overstock, Starbucks, PayPal, and many other accounts.