



RY GLOVER

COPYWRITER 📍 LOS ANGELES, UNITED STATES 📞 4238340996

◦ DETAILS ◦

Los Angeles, United States
4238340996
hi@ryglover.com

◦ LINKS ◦

RyGlover.com
[Instagram](#)
[LinkedIn](#)

◦ SKILLS ◦

Attention to Detail
Creative Writing
Ability to Work in a Team
Ability to Work Under Pressure
Content Marketing
Branding
Dealing with Blood
Shark Wrangling

◦ HOBBIES ◦

Soccer, trail running, songwriting,
margarita connoisseur, Appalachian
Trail thru-hiker

👤 PROFILE

I'm a copywriter and content creator with 6 years of digital marketing experience. In that time, I've had the pleasure of working with a wide range of clients—from small e-commerce stores to large corporations—as an editor, content strategist, social media manager, and content director.

I'm also a singer, soccer geek, short story writer, and long distance runner.

📁 EMPLOYMENT HISTORY

Copywriter & Social Media at Hornet, New York City, NY
June 2019 — Present

- Re-wrote all website copy for Hornet—a mixed media production studio known for award-winning work with clients such as Facebook, Mountain Dew, Spotify, McDonald's, and more
- Crafted in-depth case studies, project pages, and "about us" copy
- Managed Hornet PR, including festival submissions, media outreach, and monthly newsletter sent to 5K advertising executives
- Developed strategy & copy for Hornet's social media accounts: Instagram (25k followers), Facebook (5K), LinkedIn (3K).

Content Strategist & Social Media Manager at Matcha, Atlanta, GA
October 2018 — March 2019

- Wrote website copy, brand book copy, blog posts, and email marketing newsletters, for Matcha—a B2B content marketing SaaS company
- Managed all B2B social media accounts (Facebook, Twitter, LinkedIn, and Instagram)
- Developed data-driven content strategies for over 100 e-commerce brands in the Travel, Outdoor, CPG, and Health industries

Content Director at RootsRated Media, Chattanooga, TN
January 2014 — October 2018

- Wrote and edited hundreds of articles for RootsRated.com—an online outdoor discovery platform
- Managed a team of 150 freelance writers and 3 regional editors
- Helped grow website traffic to an average of 500K monthly visitors

🎓 EDUCATION

Bachelor of Arts in Global Studies, Appalachian State University, Boone, NC
August 2009 — May 2013

Major: Global Studies, Double Minor: History, French & Francophone Studies

🗣️ REFERENCES

Jasdeep Garcha from Matcha
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Suzanne Loring from RootsRated Media
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