

CASEA PETERSON

COPYWRITER & CONTENT STRATEGIST



CONTACTS

(360) 601-1014



hello@caseapeterson.com



Battle Ground, WA 98604



EDUCATION

Bachelor of Arts (B.A.) -
English, University of
Alaska, Anchorage, AK
2012

Post-Bacc in
Psychology (B.S.),
Washington State
University, Vancouver,
WA
2024

LINKS

Portfolio:

[https://caseapeterson.com/
portfolio/](https://caseapeterson.com/portfolio/)

LinkedIn:

[https://www.linkedin.com/i
n/caseapeterson/](https://www.linkedin.com/in/caseapeterson/)

COURSE

Certified Conversion
Copywriter, CopySchool
Jan 2022 - Present

ABOUT ME

Strategic copywriter with 7+ years of experience bringing some of my favorite brands to life. I craft compelling, on-brand copy that doesn't just engage—it converts. My work connects with audiences, drives measurable growth, and elevates brand impact. I'm all about results and love working collaboratively with teams to make things happen. Juggling multiple projects? No problem—I consistently deliver value while ensuring every piece is polished and purposeful.

WORK EXPERIENCE

Outdoor Copywriter, Idea Ranch, Tulsa, OK

Apr 2021 - Jan 2023

Developed multi-platform marketing campaigns across print, TV, web, email, and social media. Partnered with art directors to keep branding seamless. Led brand voice for multiple international accounts, driving significant revenue growth and brand visibility through enhanced digital content, advertising, email campaigns, and website copy.

Clients: Carhartt. Bushnell. Under Armour. Toyota. MEAT. Boone and Crockett Club. Beretta. Barnes. Mustad. Easton. Fidelity Bank. Moultrie. Bowtech. REDARC. Under Armour Golf. Bushnell Golf. Husky Liners. AVS.

Lead Copywriter, Leupold & Stevens, Beaverton, OR

Jul 2019 - Jul 2021

Led engaging product launch campaigns and multi-channel marketing strategies. Crafted print and digital direct response materials for a 98K+ audience. Created all printed seasonal guides from 2019 to 2021. Worked closely with the CMO and marketing managers to shape creative direction and review content. Boosted landing page conversions by 25% and increased website traffic by 60%, with organic traffic growing by 87% through SEO and SEM efforts.

Copywriter & Content Marketing Strategist, Casea Peterson Copywriting, Brush Prairie, WA

Aug 2012 - Present

Developed content across print, web, mobile, video, and social media for clients including Hobie, AT&T, Cabela's, Columbia Sportswear, and more. Drove lead generation, boosted engagement, and delivered measurable ROI through conversion-focused copywriting strategies. Leveraged voice-of-customer data, proven frameworks, and the psychology of human decision-making to craft compelling, results-driven content. Skilled at applying techniques like SEO, SEM, and direct response to maximize brand visibility and performance across channels.

SKILLS

- Creative Campaign Development
- Content Strategy Development
- Cross-Functional Collaboration
- Data-Driven Decision Making
- Voice-of-Customer Research
- Direct Response Marketing
- Multi-Project Management
- Brand Voice Management
- Conversion Copywriting
- SEO & SEM Expertise