

# Spenser Davis

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Portfolio: [spenserjdavis.com/portfolio](http://spenserjdavis.com/portfolio)

I am a versatile creative writer and content creator with experience in copywriting, brand marketing, journalism, and content strategy. I can craft copy on subjects ranging from video games to pharmaceuticals, and I am able to adapt to whatever topic, style, or format that a project requires.

- Experienced marketing copywriter for a large-scale global brands
- Created branded content for massive tech giants like Sony and Microsoft
- Expert in writing for specific audiences on the internet and beyond

## Professional Experience

**FIFA Writer, Electronic Arts** (2017-present): Responsible for cross-channel copy marketing the FIFA series of games, the best-selling sports video game franchise in history. Worked on the full launch and season-long marketing campaign for FIFA 18 (over 24 million copies sold) and the 2018 World Cup add-on that was released alongside the tournament, as well as full launch/post-launch marketing for the most recent edition, FIFA 19.

- Wrote and edited marketing copy for FIFA, including web features, blog posts, email marketing, social media posts, retail assets, branding projects, in-game messaging, and more. The FIFA website tallied 60 million pageviews in September 2018, with nearly all site copy written by me.
- Wrote FIFA-branded blog posts, email newsletters, website copy, and social media content for Sony, Microsoft, and Nintendo to support FIFA on each company's console.
- Strategized and created data-driven content based on research using Google Analytics, Google Trends, and more.
- Covered the official competitive FIFA scene like a beat reporter, previewing and reporting on tournaments, interviewing and profiling competitors, and providing on-site support for live events that were watched by millions around the world.

**Reporter, Sounder at Heart** (2015-2017): Covered Seattle Sounders training sessions and matches, writing features interviewing coaches and players, blogging on breaking news, editing fellow writers, and other content creation, all for SB Nation's Sounder at Heart blog. Assisted with social media (Facebook, Twitter, Instagram), including live-tweeting matches, engaging with readers, and more.

**Sounders Reporter, ESPN 710** (2016): Provided all online Sounders coverage for local sports radio station ESPN 710 Seattle. Weekly duties included match reports, opinion columns, scouting reports, training reports, podcast hosting, and more.

**Freelance Writer** (2011-present): Pitching, researching, and writing articles, essays, and other content for a number of high-profile outlets, including: VICE, Pacific Standard Magazine, Atlas Obscura, Howler Magazine, FourFourTwo, The Freelancer, and the Billfold. Writing samples available at [spenserjdavis.com/portfolio](http://spenserjdavis.com/portfolio).

## Education:

- Bachelor of Arts in Writing, Film-TV-Digital Media from Texas Christian University, 2011
- GPA: 3.5, Cum Laude Honors
- John V. Roach Honors College Degree, Departmental Honors

References available on request.