

Spenser Davis

Seattle, WA
(817) 905-3759

spenserdavis1@gmail.com
spenserjdavis.com/portfolio

I am a versatile copywriter, content creator, and marketing professional with experience in copywriting, social media, brand marketing, journalism, and content strategy.

Professional Experience

Director of Marketing & Digital Media, Washington Youth Soccer (2019-present): Responsible for all marketing and communication efforts for the largest youth organization in Washington State and one of the largest youth sports organizations in country. Duties include:

- Crafting and executing marketing and communications plans across channels, including email, website, television, and social media. Audience size between owned channels is approximately 250,000 in addition to the reach of public-facing campaigns like television and other local media.
- Writing and editing copy for website and blog content, social media, video scripts, email marketing, press releases, event materials, and more.
- Creating graphics and video content for social media and the website.
- Obtain new and work with existing strategic marketing partners to negotiate and execute advertising contracts through our various channels.
- Spearheading WYS Gaming, a new department within the company focusing on eSports, one of the first of its kind in the country. Tasked with organizing leagues and tournaments, marketing to our membership and beyond, and acting as commissioner for all branded events.

Copywriter, ESP Gaming (2019): Crafted and edited marketing copy for an upcoming product launch. Tasked with creating a brand voice and style guide for the product, then executing those guidelines in copy for the website and other marketing materials.

Copywriter, Electronic Arts (2017-2018): 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 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, 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, sponsored content, and other content for a number of high-profile outlets, including: VICE, WeWork, Pacific Standard Magazine, Atlas Obscura, Howler Magazine, FourFourTwo, The Freelancer, and the Billfold. Writing samples available at spenserjdavis.com/portfolio.

Education:

- Bachelor of Arts in Writing, Film-TV-Digital Media from Texas Christian University, 2011
- GPA: 3.5, Cum Laude Honors