

BRENNAN ZAGAMI

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Summary

Senior copywriter with 6 years of experience shaping brand voice, messaging, web copy, and content strategy across SaaS, enterprise, and agency environments. Skilled at turning complex products and technical ideas into clear, sharp, human copy across websites, landing pages, campaigns, customer journeys, and product-adjacent experiences. Proven track record improving engagement and usability, including +32% YoY MAU growth, ~20% conversion rate gains, and up to 450% organic traffic growth. Highly collaborative with designers, product marketers, stakeholders, and cross-functional teams.

Experience

Content Designer | Pilot Company (May 2025 - Jan 2026)

- Owned content strategy and web copy for a 35+ page enterprise website redesign, improving accessibility to WCAG standards by 80 points and contributing to +32% YoY MAU and ~20% conversion rate gains.
- Led creation of the Tartan Oil website from concept to launch, spearheading brand messaging, copywriting, user research, and information architecture.
- Defined and operationalized content standards for consistent brand language across web and mobile experiences.
- Developed campaign copy and contributed creative ideas for ongoing brand initiatives.
- Designed UX writing for onboarding flows, program features, and transactional states for Pilot Company's loyalty program.
- Prototyped content in Figma to iterate on web and product experiences with designers before development.

Lead Copywriter | Brand Shepherd (Nov 2023 - May 2025, Jan 2026 - present)

- Led copywriting, content strategy, and brand campaign work for 15+ client websites across B2B, manufacturing, home services, technology, and consumer-facing industries.
- Conducted 100+ discovery workshops, stakeholder interviews, and content audits to define brand voice, messaging strategy, user needs, and content requirements.
- Developed messaging frameworks and reusable content patterns that scaled across 120+ landing pages.
- Partnered with designers in Figma and Miro to shape site wireframes, content hierarchy, and information architecture.
- Balanced SEO requirements with usability and brand voice, helping clients increase organic traffic by up to ~300%.
- Translated complex client offerings into clear, conversion-oriented web copy and campaign concepts.

Copywriter | WiserSites (Sep 2022 - Nov 2023)

- Delivered full-scale web copy for 10+ B2B and enterprise clients, translating industry-specific technical content into landing page copy, service page messaging, and conversion-focused content for complex B2B customer journeys.
- Conducted 50+ client interviews to develop brand voice, messaging strategy, and content direction.
- Applied SEO strategy to improve search visibility while maintaining a clarified, consistent brand voice.
- Wrote 20+ project proposals outlining scope, timelines, deliverables, and content strategy recommendations.
- Partnered with designers to improve information architecture, navigation, user flows, and branding across client websites.

Content Strategist | HCR Software (acquired by [Salary.com](#) in 2023) (Jan 2021 - Nov 2024)

- Owned website copy and marketing copy for B2B SaaS compensation platform used by HR and financial professionals.
- Increased organic traffic +450% by restructuring on-site content, improving site architecture for usability and SEO, and producing 300+ content pieces.
- Led website overhaul and product marketing rebrand, contributing to a ~25% increase in lead generation.
- Translated technical compensation, HR, and financial concepts into clear messaging for prospective enterprise customers.
- Continued as a consulting writer and editor after the company's acquisition by [Salary.com](#).

Skills

Copywriting & Brand: Brand Messaging, Brand Voice, Web Copywriting, Campaign Copywriting, Senior Copywriting, Conversion Copywriting, Landing Pages, Cross-Channel Copy, Product Storytelling, B2B Copywriting, SaaS Copywriting, Messaging Frameworks, Voice & Tone Development, Taglines, Headlines, Hero Copy, Ad Writing, Video Script Concepts

Tools & Platforms: Figma, Miro, WordPress, Confluence, Adobe Creative Suite, ContentStack, Agile Product Teams

UX & Content Strategy: UX Writing, Customer Journeys, Information Architecture, Content Design, Microcopy, Content Systems, Content Hierarchy, Accessibility Writing, User Flows, Content Audits, Stakeholder Interviews, Discovery Workshops

Education

Lee University | Bachelor of Arts, Applied Linguistics