

DALIA GRIFFITH

Senior Copywriter | Creative Strategist

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PROFESSIONAL SUMMARY

Senior Copywriter & Creative Strategist with experience developing brand voice, campaign concepts, and integrated marketing initiatives across digital, retail, email, social, video, and print. Skilled at translating business objectives into compelling creative, shaping messaging strategy, and guiding visual direction to create cohesive customer experiences. Equally comfortable developing big-picture campaign ideas and crafting the details that bring them to life.

CORE COMPETENCIES

Brand Voice Development • Campaign Concepting • Creative Strategy • Integrated Marketing Campaigns • Content Strategy • Creative Direction • Digital Advertising • Product Storytelling • Email Marketing • Customer Experience Messaging • Cross-Functional Collaboration

TOOLS & PLATFORMS

Figma • Canva • CapCut • ChatGPT • Mailchimp • Workfront • Asana • Airtable
Microsoft Office Suite • Google Workspace

PROFESSIONAL EXPERIENCE

Scandinavian Designs | *Multi-channel furniture retailer and home furnishings brand*

Senior Copywriter | Sept 2024–Present

Marketing Copywriter | Sept 2023–Sept 2024

Lead brand voice across customer-facing and internal communications, ensuring consistency across digital, retail, print, and corporate channels.

Helped develop and implement a refreshed brand voice designed to better align with evolving customer and business goals.

Develop messaging strategies for major campaigns, seasonal promotions, product launches, and catalog initiatives that support brand and business objectives.

Concept and create content for a wide range of marketing assets, including catalogs, email campaigns, paid social ads, web content, in-store signage, video, and executive communications.

Partner with creative, merchandising, ecommerce, and leadership teams to translate business goals into clear, customer-focused messaging and experiences.

Serve as the organization's lead writer, providing strategic direction and editorial oversight across marketing and communications projects.

Thirty-One Gifts | Columbus, OH | *Direct sales lifestyle and accessories brand*

Senior Copywriter | Aug 2022–Mar 2023

Served as lead digital copywriter, overseeing messaging across web, email, social media, and SMS channels.

Developed customer-facing content strategies that supported brand campaigns, product launches, and promotional initiatives.

Partnered with marketing and creative teams to create cohesive messaging across multiple digital touchpoints.

Helped shape customer communications during a period of organizational transformation and evolving business priorities.

Scentsy, Inc. | Meridian, ID | *Global fragrance and home lifestyle brand*

Senior Copywriter | Jun 2019 – Aug 2022

Copywriter | Oct 2014 – Jun 2019

Led messaging strategy and content development for major product launches, seasonal promotions, catalogs, and integrated marketing campaigns across print and digital channels.

Served as lead writer for high-profile licensed partnerships, including Disney, Pixar, Lucasfilm, and Warner Bros., developing campaign messaging across email, social media, product descriptions, catalogs, advertising, and promotional materials.

Led messaging for the Harvest Collection campaign, overseeing messaging for a multi-channel launch that included a print brochure versioned for multiple international markets and supporting digital assets.

Collaborated with cross-functional teams to develop campaign concepts and customer-focused messaging that aligned with brand and business objectives.

Mentored writers, participated in copy reviews, and contributed to the ongoing development of creative standards and team processes.

Progressed from Copywriter to Senior Copywriter through expanded leadership, strategic responsibilities, and campaign ownership.

Kyāni, Inc. | Idaho Falls, ID | *Global health and wellness supplements brand*

Senior Marketing Writer | May 2020 – Oct 2020

Helped shape a company-wide rebrand initiative by developing a refreshed brand voice aligned with evolving business goals and customer expectations.

Partnered with marketing and leadership teams to create messaging frameworks that supported the broader rebrand strategy.

Developed messaging for product launches, promotions, and customer communications across multiple channels.

Contributed to strategic brand and content discussions focused on improving message clarity, consistency, and audience engagement.

EDUCATION

University of Iowa
BA, English

AWARDS

Rocky Mountain Addy Award (Silver)
Lead writer on the Award-Winning Scentsy Fall/Winter 2017 Catalog.