

RAFAEL VELEZ

Senior Copywriter | Brand Voice & Content Strategy | Email & Editorial Marketing
Chicago, IL |
rafi.andres.velez@gmail.com | [linkedin.com/in/rafael-velez](https://www.linkedin.com/in/rafael-velez) | [portfolio](#)

PROFILE

Copywriter and content strategist with 14+ years of experience building brand voice and driving engagement across email, web, editorial, and product marketing. Known for translating complex ideas into clear, human messaging that resonates with both consumers and business audiences. Experienced partnering with marketing, product, and design teams to launch campaigns, grow organic traffic, and scale content programs.

SELECTED ACHIEVEMENTS

- Helped scale the Threadless email program supporting **2× revenue growth during major promotional cycles**
 - Wrote and managed copy for **hundreds of promotional email campaigns per year**
 - Wrote **200+ blog posts** across two company publications
 - Co-developed the **Threadless Brand Bible**, defining voice standards across marketing and editorial channels
 - Interviewed high-profile creators such as [Brian K. Vaughan](#), [Fiona Staples](#), [Gregg Deal](#), and [Brad Phillips](#)
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PROFESSIONAL EXPERIENCE

THREADLESS — Remote

Sept 2020 – Sept 2025

Copywriter (Brand Team)

- Owned messaging for Threadless' full email ecosystem, writing B2C promotional campaigns and B2B Artist Shops newsletters supporting product launches, sales events, and marketplace initiatives
- Built scalable email copy frameworks used across hundreds of campaigns, supporting promotional cycles that doubled revenue year-over-year
- Partnered with the Email Marketing Manager to A/B test subject lines, body copy, and CTAs to improve open rates, click-through rates, and conversions
- Wrote short-form SMS campaigns promoting product launches and sale events
- Helped shape promotional calendar strategy for both customer and Artist Shops email programs
- Managed and wrote **103 editorial posts for the [Threadless Blog](#)**, producing gift guides, artist interviews, design roundups, and product features supporting marketplace discovery and SEO growth
- Managed and wrote **103 posts for the [Creative Resources Blog](#)**, providing marketing strategies and merchandising guidance to thousands of Artist Shop owners
- Interviewed notable creators including [Brian K. Vaughan and Fiona Staples](#) (*Saga*), Indigenous artist [Gregg Deal](#), author [Brad Phillips](#), and the creators of the media company [Ghost Machine](#)
- Wrote website copy including homepage headlines, landing pages, artist profiles, and evergreen brand content (About Us, Values, Causes, Sustainability, Diversity & Inclusion)
- Developed copy for dozens of Threadless Design Challenges, including licensed collaborations with [Teenage Mutant Ninja Turtles](#) and [Strawberry Shortcake](#)
- Co-developed the **Threadless Brand Bible**, defining voice standards used across marketing, editorial, and product messaging for both B2C and B2B audiences
- Wrote press releases announcing major company initiatives including the **Threadless 25th Anniversary** and **Spaceport partnership**
- Collaborated with Recycled Paper Greetings to write greeting card interiors for hundreds of retail designs
- Partnered on SEO initiatives to strengthen marketplace visibility

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PROFESSIONAL EXPERIENCE (CONT.)

GROUPON — Chicago, IL

Oct 2010 – Jun 2020

Editor | Apr 2014 – Jun 2020

- Wrote and edited copy for **10,000+ deals** across Local, Live, Goods, and Getaways verticals
- Primary writer for **Live Nation tour profiles**, including Shania Twain, Backstreet Boys, and Tiffany Haddish
- Led department in copy quality with **83% End-User Critical Accuracy vs. 60% team average**
- Awarded **Editorial Employee of the Month (2018)** for high-stakes, time-sensitive copy
- Produced long-form buying guides and contributed to the **Groupon Goods Wiki**
- Created training materials for writers including slides, scripts, and quizzes
- Collaborated with the in-house video team on scripts for **45-second small business profiles**

Voice Editor | Mar 2011 – Apr 2014

- Edited copy for grammar, clarity, and adherence to brand voice
- Applied Chicago Manual of Style standards to subject lines and headlines
- Provided real-time editorial feedback and identified training opportunities
- Helped launch new verticals including GrouponLive and Groupon Goods
- Wrote feature article: "Practical Uses for Air Jordans You're Too Afraid to Wear"

Staff Writer | Oct 2010 – Mar 2011

- One of the first 30 writers hired during Groupon's rapid growth phase
- Wrote **60+ merchant profiles per week**, balancing humor with conversion-focused clarity
- Selected for the **White Glove Team**, producing premium merchant copy
- Crafted subject lines and headlines optimized for performance

CARDS AGAINST HUMANITY — Chicago, IL

Oct 2014 – May 2015

Freelance Contributor

- Collaborated with humor writers to brainstorm and write cards for expansion decks
- Edited and critiqued submissions for tone, clarity, and comedic impact
- Contributed the black card:
 - "When my grandparents came to this country, all they had were the boots on their feet and BLANK."

EDUCATION

Loyola University Chicago – Bachelor of Arts in English (Creative Writing) and Sociology | May 2009

CORE SKILLS

- **Writing & Strategy:** Copywriting, Brand Voice Development, Content Strategy, Blogging, Press Releases, Editorial Writing, Interviews, SEO Content
- **Content Channels:** Email Marketing, Editorial Content, Landing Pages, Social Media, Product Launches, SMS Campaigns
- **Tools:** WordPress, Asana, Basecamp, Slack, Google Workspace, Adobe Photoshop
- **Style Guides:** Chicago Manual of Style, AP Style