

Rob Pilkington | Senior Copywriter

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PROFILE

Friendly neighborhood copywriter who's written for three tech unicorns and thinks grammar and style really do matter. Experienced in digital, print, social, events, TV, radio, email, and everything in between.

EXPERIENCE

Freelance, Sr. Copywriter

Aug 2016 – Now

- Clients: CarGurus, Tebra, Earned Wealth, Hauler Hero, Capitalize, etc.

Orchard, Sr. Copywriter

Apr 2022 – Nov 2022

- Wrote landing page that converted 10% more visitors than homepage
- Collabed on TV spot feat. NBA star Tony Parker for San Antonio market
- Conducted brand voice exploration, developed pitch for C-suite buy-in

ServiceTitan, Copywriter — Sr. Copywriter

Jan 2018 – Mar 2022

- Helped rebrand user conference and grow attendance by hundreds YoY
- Promoted to senior writer, managed freelancers and junior writer
- Performed copy audit to identify voice inconsistencies and enforce style

Scorpion, Content Writer

Nov 2014 – Jan 2018

- Became go-to writer for complex topics e.g., military law and healthcare
 - Obtained and maintained Google Ads certification 2015–2016
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EDUCATION

Boston University, 2007

B.S. in Film & Television Production, Magna Cum Laude

HARD SKILLS

Google Workspace
Microsoft Office
Figma/Miro
Asana/Wrike/Trello
Proofreading

SOFT SKILLS

Adaptable
Collaborative
Proactive
Accountable
Extremely online

References available on request