

Caitlin Metzger

BRAND STRATEGIST | PRODUCT MESSAGING & COPYWRITING

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Brand and product messaging strategist with 12+ years of experience translating product features into compelling customer narratives. Experienced in positioning, launch storytelling, and scalable brand voice systems across DTC and consumer brands.

EXPERIENCE

2025–Present **Freelance / Contract Brand Strategist & Product Copywriter**

Partner with wellness and lifestyle brands to clarify brand positioning, develop messaging frameworks, and support product launches across digital channels.

- Develop brand voice, positioning, and messaging systems for emerging consumer brands
- Translate product features into clear customer value propositions and conversion-focused copy
- Support product launches and marketing campaigns across ecommerce, email, and lifecycle marketing
- Create scalable messaging used across websites, PDPs, paid media, and social

Clients include: Made by Mary, LifeVantage, Younique, Lumatrait, Komigo

2021–2025 **Sr. Copywriter & Editor @ Pura**

Led brand voice and product storytelling across DTC, retail, and digital channels.

- Translated product features into high-converting PDPs and marketing narratives aligned with ecommerce strategy
- Developed and maintained brand voice and messaging frameworks used across 38+ licensed partners including Anthropologie, Disney, Target, and The Met
- Partnered with product, design, and marketing teams to support product launches and brand campaigns
- Managed writing team and upheld editorial standards across marketing channels
- Used performance insights to refine messaging and improve content performance

2015–2021 **Sr. Copywriter & Editor @ Younique**

Created brand and product marketing content across global channels including ecommerce, email, packaging, and campaigns.

- Developed product launch messaging for skincare and cosmetics across ecommerce and marketing campaigns
- Managed end-to-end content creation for web, email, packaging, video scripts, and training materials
- Maintained messaging frameworks, product naming systems, and brand voice documentation
- Partnered with product, creative, and social teams to concept and execute campaigns

SKILLS

Brand strategy & positioning
Messaging frameworks & brand voice
Product storytelling & launch messaging
Ecommerce & PDP copywriting
Content strategy & lifecycle marketing
Cross-functional collaboration
CMS platforms (Shopify, Drupal)
SEO fundamentals & HTML basics
AI-assisted workflows

EDUCATION

Brigham Young University

B.A., English Language

Editing Emphasis | GPA: 3.79

Copyeditor and writer for *Stowaway Magazine*

VOLUNTEERING

The Church of Jesus Christ of Latter-day Saints

Completed 18 months of full-time service, leading outreach and teaching efforts in French and Malagasy while living cross-culturally.