

DUSTIN DOOLING

Copywriting | Content Strategy & Brand Narrative | Creative Leadership

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SUMMARY

Senior copywriter with 20 years in brand, performance, and editorial work. Most recently Hammer Media and Manychat. I build the voice, write the copy, and mentor the writers. Earlier career (2006 to 2016) at Thrillist, Bisnow, and the San Antonio Current.

SKILLS

Copywriting, Brand Voice, Content Strategy, Campaign Concepting, Direct Response Copywriting, Performance Marketing Copy, Email Marketing, Lifecycle Marketing, Video Scripts, Editorial Direction, Team Management, Figma

EXPERIENCE

Senior Copywriter

Hammer Media | Apr 2026 - Sep 2026

- Wrote campaigns, promos, web, and lifecycle copy for Dollarwise, a banking and budgeting app, and Hammer Media's other money products.

Manager, Content, Campaigns & Events

Manychat | Jul 2024 - Apr 2026

- Owned brand voice across product, marketing, and events for a B2B SaaS platform with 1M+ users. Wrote the voice and tone guidelines that Design, PMM, Growth, and Performance work from.
- Led copy and narrative for Cannes Lions 2026 ("DELIVERED by Manychat"), SXSW 2026 Creator Hub and Club, Instagram Summit at 1 Hotel West Hollywood, and the Missed Connections campaign.
- Cut Meta cost-per-acquisition 50% by rewriting ads around customer problems instead of product features. Wrote a 73-headline ad set for PMA, Meta, and YouTube.
- Rewrote the homepage and AI product page. Wrote onboarding, in-app, email, and video scripts for automation and AI features.
- Worked in Figma with the design lead. Pulled customer language from reviews, support tickets, and surveys into ad and landing page copy.
- Managed a direct report, freelance writers, and agency partners. Presented creative to the CMO.

Product and Campaign Copywriter (Freelance)

RSVLTS | Feb 2024 - May 2024

- Product launch emails, paid social, and campaign copy for a fandom-driven apparel brand.

Email and Content Copywriter (Freelance)

Contrarian Thinking | Nov 2023 - Jun 2024

- VSL scripts, Master Class video scripts, and long-form email sequences for personal finance courses.

Senior Marketing Copywriter and Editor-in-Chief

Scribe Media | Oct 2022 - Jun 2023

- Ran editorial: calendar, pipeline, standards. Launched the Careers & Culture newsletter.
- Wrote the advertorial campaign that brought in \$2.5M+ in attributed revenue across print, digital, and email, including a Robb Report placement as the only outside writer they have let author.
- Managed freelance writers. Wrote PR pitches that landed placements for author clients.

Marketing Copywriter

Scribe Media | Jul 2021 - Oct 2022

- Landing pages, email, paid social. Promoted after 15 months.

Marketing Copywriter and UX Writer

Rugiet Men | Jan 2021 - Jul 2021

- Rewrote brand voice for an FDA-regulated telehealth startup, with legal and clinical review. Doubled email open rates.
- Radio and TV scripts, homepage copy, product UX copy.

Senior Writer and Packaging Lead

theCHIVE | Jul 2016 - Jul 2020

- Wrote 3,000+ posts averaging 200K+ views. Ran headline and thumbnail testing for the editorial team.
- Worked with sales on native ad campaigns.

EDUCATION

BA, English - Professional Writing | UT San Antonio | 2015

UX Design Immersive | General Assembly | 2021