

Emily Hegland

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Experience

Senior Copywriter, M1 | Jan 2026–Present

In-House Creative, FinTech - Chicago/Remote

- Elevate brand voice for a fast-growing FinTech startup appealing to high-net-worth clientele
- Build and maintain “emilybot,” a custom Claude AI skill trained on M1’s brand voice, used org-wide
- Pitch and develop creative for product rollouts, incl. direct response video, web and digital campaigns
- Drove 3.4x lift in Margin opt-ins with promotional discount campaign copy

Copywriter, M1 | Nov 2022–Jan 2026

- Wrote high-conversion web copy for marketing site and App Store, optimized for SEO & AEO
- Scripted national TV spots “Bull,” “Yield” and “Decimal Dust” for M1’s High-Yield Savings launch
- Created a new brand guidelines reference for employees and affiliates
- Crafted lifecycle email, push, in-app and UX microcopy for launches engaging 100K+ users in 2025
- Wrote FINRA-compliant copy across every channel, clearing legal review at a fast-moving startup

Associate Creative Director, Copy, Jacobs & Clevenger | Dec 2021–Nov 2022

Ad Agency - Chicago/Remote

- Collaborated with Art Team to develop campaign concepts across print, digital, video channels
- Pitched and presented creative to stakeholders, gave best practice recommendations
- Wrote video scripts and directed voiceover artists
- Executed control-busting campaigns in regulated industries with strict mandates
- Wrote Humana Medicare AEP multi-channel campaign: 1.88% response, 4.8% conversion, \$493 CPA

Senior Copywriter, Jacobs & Clevenger | Jun 2021–Dec 2021

- Launched integrated Consumers Energy acquisition campaign: 3.32% response, 8,000+ new enrollees

Copywriter, Jacobs & Clevenger | Dec 2019–Jun 2021

- Cut cancellations by 47,862 contracts (9x goal) with Consumers Energy ASP retention campaign

Junior Copywriter, Jacobs & Clevenger | Oct 2018–Dec 2019

Clients: Humana, Consumers Energy, IGS Energy, Zelle, Fundbox, Merrick Bank, Jack Henry, Allstate, The Hartford, AARP, Brightfield Group

Copywriting Manager, eDrop-Off Luxury Consignment | Apr 2018–Jul 2018

eCommerce Company - Chicago, IL

- Developed new training materials and procedures, trained employees one-on-one
- Monitored output of team to meet productivity goals, conducted performance reviews
- Wrote copy promoting luxury merchandise: designer clothing, fine jewelry, accessories, home goods

Copywriter, eDrop-Off Luxury Consignment | Aug 2016–Apr 2018

- Wrote 65+ web product descriptions daily to promote the sale of luxury merchandise

Editorial Intern & Freelance Writer, Madison Magazine | Sep 2015–Aug 2016

Publication - Madison, WI

- Wrote articles about local restaurants, theater and live music, including *Sound Off* column
- Fact-checked and proofread articles for the print issue

Education

University of Wisconsin-Madison | Grad. 2015

B.A. English - Creative Writing + B.A. Communications - Film, Radio, TV