

# Charlotte Williams

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## Work Experience

### Hilton — Senior Copywriter

May 2021 - PRESENT

- Led TikTok content strategy and creative development across social, brand, analytics, creative, and agency teams, growing the channel from 110K to 700K followers.
- Reviewed and refined creator, influencer, and social-first creative to ensure alignment with brand voice, platform best practices, and campaign objectives.
- Created and own Hilton's social tone-of-voice guide, a comprehensive framework defining how the brand speaks across social channels.
- Write and refine copy across campaign and social-first creative, ensuring messaging, brand voice, storytelling, and execution remain cohesive across formats.
- Developed creative briefs, content frameworks, and campaign guidance for internal teams and agency partners, ensuring alignment across stakeholders and business objectives.
- Leveraged audience insights, platform trends, and performance data to inform creative, recommendations and campaign optimization, contributing to a 10x increase in engagement.

### Freelance — Copywriter & Fashion Content Creator

June 2020 - April 2021

- Developed social and digital storytelling for CPG, apparel, F&B, transportation, and nonprofit brands.
- Translated campaign objectives into platform-specific content plans for paid and organic social.
- Adapted messaging for paid and organic social using audience insights and performance data.

### BCV — Senior Copywriter

July 2017 - May 2021

- Led social content strategy for 30 luxury hospitality brands, using audience insights, brand research, and cultural trends to inform creative direction.
- Identified emerging social trends to inform content creation and audience engagement.
- Developed brand voice frameworks, social playbooks, and content guidelines to ensure consistent, scalable storytelling across campaigns.
- Collaborated with strategy, design, and account teams to develop and launch paid, organic, video, and experiential campaigns.
- Presented social strategies and campaign concepts to stakeholders, incorporating feedback and building alignment before launch.

## Skills

Copywriting, Creative Concepting, Content Strategy, Social Strategy, Creative Project Management, Paid & Organic Social, Brand Voice, Creative Brief Development, Campaign Management, Creative Review & Feedback, Social Trend Analysis, AI-Powered Creative Tools

## Education

Loyola University Maryland — B.A. Communications