



paisdavidson@yahoo.com

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Boston, MA

[LinkedIn](#)

[Portfolio](#)

Professional Experience

AMERICA'S TEST KITCHEN

Social Media Producer & Strategist

Boston, MA

(2025–Present)

- Concept, script, produce, style, shoot, and edit **10+ social-first** videos each month, balancing brand voice, culinary accuracy, and platform trends for **2M+ followers**.
- Produce the team's highest performing social content, averaging **500K+ views per video**.
- Analyze content performance and audience engagement to refine creative strategy, optimize hooks and formats, and improve future content.
- Partner with cross-functional teams and external brands, **including Netflix**, to produce branded campaigns and serve as **on-camera talent** for national marketing initiatives.

PAISLEY'S BAKERY

Content Creator

Boston, MA

(2023–Present)

- Built a personal content brand generating **4M+ monthly profile views**.
- Created multiple videos, surpassing **1M views, including one reaching 11.6M views, 321K likes, and 421K shares**.
- Own strategy, filming, editing, publishing, captions, community management, and audience engagement.
- Use hooks, comments, shares, and format testing to create content that consistently reaches new audiences.

FREELANCE

Senior Copywriter

Boston, MA

(2023–2025)

- Wrote social, digital, and campaign copy for **10+ organizations** across public service, nonprofit, and social impact work.
- Led copy from brief through final delivery while managing client feedback, deadlines, and multiple active projects.

DRAFTKINGS

Copywriter

Boston, MA

(2022–2023)

- Wrote fan-first copy for billboards, digital, radio, and TV that captured the excitement of live sports.

VMLY&R

Associate Copywriter

New York, New York

(2021–2022)

- Conceived and helped produce an **Effie Award-winning national TV commercial** as part of the “Just an Amtrak Away” brand-revitalization campaign.
- Wrote social, digital, and campaign copy across integrated marketing campaigns.

Education

SAVANNAH COLLEGE OF ART AND DESIGN

BFA in Advertising & Branding with a Concentration in Copywriting

Savannah, GA

(2015–2019)