

Victoria Ferguson

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Writer and multi-passionate creative with 8 years of experience shaping brand voice and storytelling across industries. I develop campaigns, content, and concepts that are strategically sound and creatively distinct.

WORK EXPERIENCE

Freelance Copywriter

2018 - Present

Clients: Bayer Crop Science, Kroger, United Way, Bayer Consumer Health, JobsOhio, University of Dayton

Featured Contracts:

- **Bayer Crop Science / July 2024 - February 2025**
Produced email campaign content for Bayer Crop Science, focusing on marketing, event series, and monthly newsletters.
- **United Way / March 2025 - July 2025**
Wrote annual reports for grant programs, press releases, articles, blog posts, and interviewed grantees. I also photographed events for website features.
- **JobsOhio / April 2023 - February 2024**
Developed a distinct brand voice for all marketing communications. Wrote copy for campaigns, scripts, and web, and provided creative direction to agency partners.

Agency Copywriter

Barefoot (Now ORGANIC) / May 2022 - March 2023

- Created copy and concepts for websites, social, ads, emails, and more — ensuring brand consistency and engagement.
- Partnered with cross-functional teams to deliver creative, goal-driven solutions for clients.
- Supported agency social strategy and served on the DEI Council.
- **Clients:** Alka-Seltzer, Afrin, Clear Blue, Claritin, Aleve, Mars Food, Raytheon Technologies

Editor

Grant Thornton LLP & BDO / August 2019 - May 2022

- My random stint in public accounting. Edited hundreds of client annual reports.

Copywriting Intern

LPK / January 2018 - August 2018

- Supported brand & product development, strategy, web copy, naming, and menu copy across cross-disciplinary agency teams.
- Created memorable public signage for Cincinnati Parks' "Don't Put the Pee in Park" campaign — signage remains in parks citywide.
- **Clients:** P&G, Lay's, Oreo, Dunkin', Modelo, Folgers, Smuckers, Pepto Bismol, Buffalo Wings & Rings, St. Vincent dePaul, Cincinnati Parks

SKILLS

Web & Digital Copy
Brand Development
Creative Direction
Social Media
Campaigns
Naming
Headlines
Print & Digital Ads
Scripts

SOFTWARE

Adobe Creative Suite
DSLR Photography
Asana
Hive
Figma
Miro
Final Draft
Notion

INDUSTRIES

Consumer Package Goods
Food & Beverage
Healthcare
Pharmaceutical
Nonprofit
Arts
Education
Beauty & Personal Care
Agribusiness
Financial Services

AWARDS

Silver ADDY Award,
Clearblue Digital
Campaign
Hermes Award Finalist,
Prime Controls Direct Mail
Campaign

EDUCATION

B.A. English Literature
Minor Photography
Miami University