

Hello! I'm Beebe Xia

Copywriter and Content Strategist

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WHAT I DO

Craft your brand voice. Turn strategy into stories. Foster an open, creative team environment. Listen.

WORK EXPERIENCE

Instacart – Sr. Writer

- Concept and execute brand, product, seasonal, and other marketing campaigns.
- Partner with product teams to create go-to-market messaging strategy for new features.
- Build a cohesive brand voice and tone and execute it across cross-functional teams.

Shipt – Sr. Copywriter & UX Writer

- Spearhead product marketing in creating strategic and creative comms to introduce and educate users.
- UX writer for sign-up, cancellation, order progress, shopping progress, and discovery.
- As lead copywriter, concept and execute integrated campaigns on both a regional and national scale.
- Support major marketing initiatives like a brand refresh and pandemic positioning with strategic content.
- Create and consult on individual voice and tone and style guides for brand and product teams.

Eat24 (Yelp/Grubhub) – Copywriter

- Champion the brand's beloved trademark tone with creative marketing emails, blog, social, print, and OOH.
- Manage editorial calendar for blog and lead A/B testing to ensure regular publication of content and updates.
- Script, cast, and create video and audio assets to use across radio, digital, and social.
- Produce social media stunts, viral blog posts, and dank memes.

HERO Marketing, San Francisco – Copywriter

- Lead copywriter for clients like Men's Wearhouse and Kaiser Permanente across print, digital, and OOH.
- Content strategist for Men's Wearhouse & Jos. A Bank brand differentiation, and PLS Financial refresh.
- Other clients I worked with on multi-channel campaigns include Kettle Chips, Caviar, Okta, and Autodesk.

EDUCATION

University of San Francisco – M.F.A Creative Writing

Write a collection of non-fiction memoirs focused on food and culture for the thesis

University of California, Berkeley – B.A. English Literature

Dual concentration on Contemporary Literature and Creative Writing

OTHER SKILLS

Fluent in English and Mandarin Chinese.

Fluent in Figma, Adobe Suite, Final Cut Pro, and HTML.