

SYDNEY BONNER

NOMADIC COPYWRITER

CONTACT

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[LinkedIn Profile](#)

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MY STORY

I'm a remote connoisseur with 8+ years of experience—who tells powerful brand stories. I've written for 50+ brands across timezones—agency and in-house. I specialize in 360 campaigns, film, and experiential.

EDUCATION

Univ. of La at Lafayette

Lafayette, LA

BA Public Relations

Job Propulsion Lab

Austin, TX

Copywriting

D&AD Campus

London, UK (Remote)

Art and Science of Ideas

AWARDS

LAFAs Finalist—Best Screenplays

One Show—Winner

Clio Award Winner, LA

One Club ADC Awards

Seattle ADDYs—Gold

Austin ADDYs—Best of Show

SKILLS

Brand Marketing | Brand Strategy |

[Experiential](#) | Presentations |

UX | Social Media | Adobe Suite |

ChatGPT | Production | [Road Trips](#)

EXPERIENCE

NOMADIC COPYWRITER & CONSULTANT

May 2016-Present | United States & United Kingdom

— Telling conceptual stories for B2C & B2B clients through the full gamut of copywriting, ideation through production, while managing a travel blog called [Out of Nowhere Travel](#). Concepting with teams in Dubai, London, and Wellington, to name a few.

NIKE (VIA ARTANDSCIENCE RESOURCES, INC)

Senior Writer, Nike Kids | Sept 2023-Dec 2023 | Portland, OR

— Launched a content series with Nike Girls where first episode received [4.7 million views](#). Created powerhouse campaign headlines to launch Nike's [EasyOn campaign](#) for Nike Kids. Wrote scripts, and concepted for experiential. Directed voice talent across the world in partnership with agency and film director.

Senior Writer, Nike Running | Jan 2022-Aug 2023 | Portland, OR

— Led the writing efforts for [product launches](#) (10+ shoes) for Global Campaign, Runners Helping Runners while managing writers and collaborating across teams. Attended multi-city shoots to gather insights from [cast members](#) to create robust 360 campaigns in-house and alongside agency partners.

SOFI (VIA AQUENT STUDIOS)

Copywriter | July 2021-Jan 2022 | San Francisco, CA

— Created content across SoFi's social platforms: Instagram, Facebook, LinkedIn, and Twitter. Created [content](#) for Super Bowl LVI 2022—hyped up the first-ever Super Bowl at the SoFi Stadium. Launched the SoFi brand on TikTok while releasing our latest campaign, ['Move Your Money'](#) into the world.

R/GA (VIA ARTANDSCIENCE RESOURCES, INC)

Copywriter | April 2021-July 2021 | Portland, OR

— Crafted video concepts into production for the Nike App, collaborated with teams in Portland, São Paulo, and LA. Pitched ideas to Nike's internal teams, sharing our progress one round after the next. Wrote UX copy for [NRC and NTC](#) including, but not limited to landing pages, notifications, and toolkits.