

# ELIZABETH ASDORIAN

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## Professional Experience

### Writer/Associate Creative Director Ancestry.com San Francisco, CA

2009 - Present

- Set tone, voice, and writing standards for Ancestry and AncestryDNA brands
- Lead the growing content team, guiding strategy, development, and execution of videos, social posts, and other engagement pieces
- Write and oversee integrated promotional campaign initiatives, creating and managing hundreds of assets, including TV, onsite, social, performance, and brand partnerships
- Work with brand, PR, social, science, product, and performance media teams and across outside content partners to develop globally relevant, compelling content that tells the stories of our customers
- Partner with internal communication teams to develop corporate branding initiatives for recruitment and company culture, including corporate wellness programs and the corporate website
- Help launch new products, product updates, and site features, from testing to strategy to implementation, including an upcoming introduction of a new trait experience
- Connect with a range of audiences to engage at each individual's unique step in their journey, from acquisition to retention
- Take sometimes complex information and tailor messaging to speak honestly and clearly to meet a customer's level of understanding and engagement
- Lead team's volunteer efforts, partnering with Family House and Meals on Wheels
- Led holiday giving campaigns, collecting gifts for kids and seniors through the Salvation Army and SFFD Toys for Tots
- Helped design and implement a digital asset management system for the creative department

### Senior Writer AKQA San Francisco, CA

2008 - 2009

- Helped to brand and grow the Visa Business Network, a social and promotional site for small business owners
- Defined the manifesto and brand tone for Rightcliq, a Visa shopping experience

### Freelance Senior Copywriter/ACD San Francisco, CA and Austin, TX

2008 - 1998

- Partnered with agencies and clients to build brands with smart thinking and well-chosen words and concepts
- Pitched new business, grew and maintained client relationships, and built long-term partnerships with a range of agency and direct clients over 10 years of freelancing
- Approached every project as another chance to learn something new and create compelling work

Accounts: Del Monte, Nobilo Wine, Electronic Arts, Sims, Boost Mobile, LSI, Shutterfly, Sun Microsystems, Target, NEC Electronics, EE Times, Pacific Foods, PC World

## Life Experience

2018 Patients Like Me Team of Advisors

Passionate Fundraiser for Walk MS

School Presenter, National Multiple Sclerosis Society Read-a-Thon

Advertising Instructor, Academy of Art University

Essayist

Member of Daughters of the American Revolution

Master of Library and Information Science, San Jose State University 2014-present (in progress)

Bachelor of Science in Marketing, University of Texas, Austin

Member of Phi Kappa Phi Honor Society