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Top Skills

Content Operations
Print Design
Content Planning

Certifications

Email Marketing: Strategy and Optimization
Google UX Design Certificate
Digital Body Language
Certificate of Completion: AI Fluency Framework & Foundations
WABC Certified

Brittany J. Parks

Content Strategist * Social + Influencer Marketing Manager • Sr. Copywriter • Gaming, Tech, Beauty • Systems + AI Workflows Architect

Los Angeles Metropolitan Area

Summary

Brittany J. Parks is a creative content strategist, influencer marketing manager, senior-level copywriter and systems-obsessed tech + AI connoisseur with 12+ years in the content marketing economy. With sturdy roots in the video game industry, she has built, written and established brand voices, led teams of writers to produce recurring content, run end-to-end influencer marketing + creator campaigns, and penned scripts for nationwide commercials alongside large-scale social media marketing campaigns. Brittany has proven her worth as a multi-hyphenate creative in high-visibility spaces throughout her career, no matter the immediate direction. She stays true to her voice and has always sought out roles that let her shape the story from the ground up, leading to defining moments for the brands she's taken by storm. In more recent days, Brittany has established herself as the founder of a boutique creative studio that designs full-stop brand identities for niche clientele in the Los Angeles and San Francisco areas. Studio Brittany is known for building websites, internal brand systems and, of course, defining brand voice and tone through sharp-witted, sometimes tongue-in-cheek copywriting and killer content strategy. In her spare time, she loves to tinker with tech systems and AI workflows, such as Notion AI. Brittany enjoys building with Notion architecture to produce templates, agents and skills that are as beautiful as they are functional. She is a Certified Notion Expert, Official Notion Ambassador and Official Notion Builder, and a member of Notion's private ambassador community. HONOR ROLL: * Creative direction + content strategy, with brand identity and design woven through both. * Managing influencer marketing campaigns and creator partnerships across the gaming, tech and beauty industries, producing magic from first DM to final deliverable. * Copywriting + brand messaging, both commercial and for individual voice + tone. With super-wit that's always a hit when the occasion calls for it, but always on brand. * Building agents, skills and tech systems within AI workflows such

as Anthropic's Claude, OpenAI's ChatGPT, Google's Gemini and DeepSeek, plus tinkering with Notion AI and vibe-building apps. As of 2026, Brittany J. Parks is based in Los Angeles, CA and looking for her next team in tech & AI, gaming, or beauty. Open to remote, hybrid, and on-site roles across LA, SF and NY. PORTFOLIO: <https://brittanyjparks.com> EMAIL: b@brittanyjparks.com

Experience

STUDIO BRITTANY

Creative Director

May 2016 - Present (10 years 6 months)

Los Angeles, CA

Founded and ran Studio Brittany, an independent creative studio focused on copywriting and content strategy. Most of the work went into building the studio's own brand, content and digital products, alongside select client projects.

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- * Wrote and planned content for the studio's own channels across blog, social, email and Substack, growing audiences without paid ads
- * Defined and refined the studio's brand voice across three versions of the brand, from website copy to social templates
- * Wrote copy and content strategy for select freelance clients

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- * Designed, wrote and sold Notion template systems on Etsy, Gumroad and the Notion Marketplace, including The Brand Bible (8 sections, 12 custom AI agents) and The Brain Cloud (an AI-sorted capture and content system)
- * Created, designed and sold Pixelle, an iPhone wallpaper brand with six collections, handling naming, identity, product design, mockups and storefront
- * Earned Certified Notion Expert, Official Notion Ambassador and Official Notion Builder credentials, and joined Notion's private ambassador community

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- * Designed the studio's brand identity and website in-house, including three full rebrands
- * Designed and built websites on platforms including Squarespace and Showit

Feed

SMM Manager & Influencer Marketing Coordinator

March 2022 - May 2023 (1 year 3 months)

San Francisco, CA

A San Francisco startup where I got to do a little of everything I love: finding creators who actually fit the brand, running the campaigns, writing the emails and push notifications, and keeping the brand's social feed sounding like itself. Good influencer marketing looks effortless. It is not.

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- Built and ran influencer campaigns end to end, from the first DM to launch day and the report after
- Found, vetted and onboarded creators who actually fit the brand's values and audience, not just its follower-count wishlist
- Managed contracts, deliverables and relationships, keeping partnerships from turning into group chats gone wrong
- Wrote campaign briefs and content guidelines with enough structure to stay on brand and enough freedom for creators to sound like themselves
- Tracked performance, dug into the metrics and turned what the numbers said into a sharper strategy for the next round

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- Wrote copy for social, ads, website and email, plus 22 marketing emails and 5 push notifications, each one built to earn the open or the tap
 - Adapted voice and tone for every audience and objective, from playful to persuasive and everything in between
 - Wrote short, clear messaging built to stop a thumb mid-scroll
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- Headed brand social across every major platform, from strategy and content calendars to writing and scheduling posts
 - Guided creators as they made UGC and organic content, so the brand's feed and its creator partnerships finally sounded like they came from the same place
 - Kept an eye on the community and the data to spot what was working and where to grow next

nWay Inc.

ACD; Copywriter, Social Media

June 2017 - May 2019 (2 years)

San Francisco Bay Area

Helped build the official brand voice of Power Rangers: Legacy Wars for mobile and console, translating one of the most recognizable franchises on the planet into a game fans could actually hear. Every line had to sound like it belonged in Saban's universe.

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- Wrote social copy, scripts and nationwide commercials, plus content for multiple global ad campaigns
- Co-wrote the Lord Drakkon reveal trailer with the creative director, then stepped into the booth and voiced it. It premiered on the main stage at San Diego Comic-Con 2017, in front of the fans who would notice if a single word was wrong.
- Wrote the official website copy and ran the "What's New" feed, turning dense patch notes into posts players actually wanted to read
- Kept fans informed, hyped and arguing about tier lists on Instagram and Twitter

- Led content meetings and set goals with the design and writing teams
- Served as head of writing on commercial sets, working alongside celebrity talent and rewriting scripts on the spot when the scene called for it
- Managed and recorded voice-over artists
- Assisted with B-roll footage and edited video pieces for commercials
- Shipped two full-cycle games across mobile and console, with zero lines out of character

Destructoid Video Game News

Associate Creative Director, Writer + Producer

August 2017 - December 2018 (1 year 5 months)

San Francisco, CA

Second-in-command to the Creative Director on a bi-weekly gaming news show, running the writers' room, shaping the host's voice and keeping the whole creative team on schedule. Gaming news moves fast, and the show had to keep up without sounding like a press release.

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- Led the writing team behind a bi-weekly news report on a large-scale gaming news network
- Took skeleton scripts from the writers and edited them all the way to air-ready
- Defined the creative vision for the show, including the host's on-air voice, ad campaigns and marketing messages

- Built strategy for content, social media, email newsletters and live events hosted by EGLX and Destructoid
- Assembled creative briefs for marketing manager approval, so every idea showed up with a plan attached

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- Partnered with the Creative Director on content creation, team management and scheduling
- Coordinated team schedules, set deadlines and helped shape the structure of both the writing and design teams
- Jumped in on video editing, photo editing and graphic design for external content and promotions when the workload called for it

Ferocity Unbound Core Studios, LLC

Writer (Team Lead)

January 2014 - April 2016 (2 years 4 months)

Remote

Started as a writer on an indie game and was promoted to Team Lead, guiding a small team through character stories, in-game dialogue and everything the studio said to the outside world. Indie means everyone wears five hats. This one came with a quill.

- Led a small team of writers on character narratives, in-game dialogue and tutorials, covering a wide range of characters, backgrounds and tones

- Collaborated with UX writers and developers on clear, concise gameplay copy and beta updates for the Steam store
- Promoted to Team Lead for bringing ambition, fresh ideas and real dedication to the game's content

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- Built and ran content strategy across press releases, external interviews, news features, Patreon and Kickstarter updates and social media
- Managed the studio's social channels, keeping players engaged with teasers, updates, Q&A sessions and player contests

- Wrote the company story, Kickstarter pledge descriptions and studio website copy, giving a small studio a voice big enough to back

McCandless Group

Journalist, Social Media Coordinator

November 2011 - January 2014 (2 years 3 months)

Remote

Where it all started: covering gaming and tech news from the keyboard and the convention floor, writing for search and helping grow a weekly podcast past 10,000 listeners. Equal parts journalism, SEO and community, which turned out to be good practice for everything after.

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- Covered gaming and tech news, product releases and industry showcases, including on-the-ground reporting from conventions across the US
- Turned interview transcripts and client research into clear, informative articles
- Kept a close eye on breaking news and upcoming releases to publish timely opinion pieces while the conversation was still happening

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- Wrote articles and tutorials that ranked at the top of search results
- Researched clients to build content strategies around what their audiences were actually searching for

- Pitched fresh content ideas for upcoming games in weekly brainstorming sessions with writers and producers

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- Helped grow a weekly podcast to 10,000+ listeners
- Managed social media community engagement for a large, active audience
- Planned, scheduled and managed social content in HubSpot

Education

Academy of Art University

Advertising & Digital Media Production · (May 2022 - May 2023)

City College of San Francisco

Associate of Arts and Sciences - AAS, Digital Marketing · (August 2020 - May 2022)