

CHANEL SAMSON

Brand Copywriter | Communications Specialist
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PROFESSIONAL SUMMARY

Brand copywriter and communications specialist with 8+ years of experience building distinctive brands across travel, lifestyle, transportation, and nonprofit organizations. I develop messaging strategies, brand voices, and integrated campaigns that help organizations communicate with clarity and connect more deeply with people. My background spans brand positioning, creative campaigns, websites, organic and paid social media, email campaigns, and editorial storytelling.

EXPERIENCE

Creative Lead, Copy

Spirit Airlines | February 2026 – May 2026

- Led messaging development in partnership with design and product teams.
- Managed a creative team while maintaining brand consistency across campaigns.
- Tested and optimized web and mobile copy to improve the customer experience.

Senior Copywriter

Vacancy | 2022 – 2026

- Developed brand positioning, messaging frameworks, and campaigns for over 50 brands.
- Led brand audits and messaging workshops to align leadership teams around a unified voice.
- Wrote websites, email campaigns, organic and paid social, and long-form editorial content.

Copywriter

Tambourine | 2020 – 2022

- Wrote websites, emails, paid ads, and social media captions for hospitality and tourism brands.
- Partnered with designers to conceptualize and produce campaigns across multiple channels.
- Maintained consistent brand voice across multiple luxury hotel portfolios.

Copy Editor

Porthole Cruise Magazine | 2018 – 2020

- Edited travel features and contributed original stories for six annual print issues.
- Covered cruise industry news through editorial reporting and press trips.
- Maintained editorial standards while collaborating with writers and the editorial team.

EDUCATION

Associate in Arts, Journalism

Broward College | 2016 – 2018

SELECT CLIENTS

Visit The Bahamas • Spirit Airlines • Margaritaville • Hilton • InterContinental • Holiday Inn • Choice Hotels • Brightline • Aparium Hotels Springboard Hospitality • Carnival Cruise Line • Crystal Cruises • Disney Cruise Line

SKILLS

Consumer Research, Brand Positioning, Content Strategy, Campaign Strategy, Creative Direction, Website Copy, Email Copy, Paid and Organic Social Copy, Editorial Writing, UX Writing, SEO, AEO