

Idia Leigh

Senior Copywriter & Creative Communications Specialist
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Professional Summary

Creative copywriter with 8+ years of experience developing compelling marketing content for B2B SaaS companies, retailers, and nonprofits. Proven track record leading website rebuilds, enhancing customer experiences, and delivering impactful campaigns.

Professional Experience

Senior Copywriter | Salesforce (May 2024 - Present)

- Develop promotional copy for Salesforce products, content, and events
- Concept and pitch creative branding strategies and communications to senior leadership
- Serve as creative director for copy projects with outside agency contractors

Copywriter | Aquent Studios (Salesforce) (Aug 2022 - May 2024)

- Led copy development for complete Service Cloud website rebuild
- Audited marketing methods and presented improvement strategies to stakeholders
- Collaborated with designers on integrated campaigns and marketing materials

Digital Content & Social Media Specialist | Whole Kids/Cities Foundation (Jan - Dec 2021)

- Developed comprehensive social media strategies for both nonprofit foundations
- Managed content creation for social media profiles and email newsletters
- Updated foundation websites with original copy and contributor content

CEO, Social Media Specialist & Copywriter | Alt Midia (May 2019 - May 2020)

- Founded creative agency in the Netherlands specializing in digital content and social media management
- Created content strategies for international clients across multiple industries

Copywriter | IOpenEye Productions (July 2019 - May 2020)

- Managed social media profiles and created content for international production company
 - Drafted outreach emails and correspondence with partners and participants
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Skills

Writing: Creative copywriting, concepting, editing, social media strategy, brand development
Technical: Figma, MS Office Suite, Adobe Audition, WordPress, Khoros, Mailchimp, AI tools such as Claude, ChatGPT, Gemini, and Writer