

BOWEN TIBBETTS

COPYWRITER & ACCOUNT MANAGER

Hey there – I’m Bowen Tibbetts, a copywriter and account manager from Boston, Massachusetts.

I bring five years of marketing experience and three years of work in the entertainment industry to each project.

Every brand has their own voice, even if they haven’t found it yet. My goal is to chisel at the marble block and bring out what makes your story unique.

Thanks for checking out my portfolio, let’s discuss how we can build together.

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ACCOUNT MANAGER & LEAD COPYWRITER - Meerkat Media Group

St. Augustine, Florida | July 2021 - Present

- Orchestrated overall content strategy and content tracking for 20+ brands
- Wrote web, advertising, newsletter, and social media copy for 30+ accounts
- Implemented SEO strategies resulting in 35% increase of page views by researching consumer search trends, identifying gaps, and supplying new keyword opportunities
- Coordinated Google Ads campaigns that led to 7x ROI for Ecommerce Brands
- Generated average of 450,000 annual impressions per social media account
- American Advertising Award winner for photography work

ASSISTANT TO JERRY BRUCKHEIMER - Jerry Bruckheimer Films

Santa Monica, California | July 2019 - September 2020

- Employed strong organizational skills and stayed on top of multiple tasks including rolling calls, scheduling meetings, and managing a multi-faceted calendar
- Coordinated domestic and international travel arrangements; planned option-based contingencies across time zones
- Collaborated with post-production teams for *Top Gun: Maverick* and *Bad Boys for Life*
- Supported daily operations such as private screenings, presentations, and meetings

JUNIOR DEVELOPMENT EXECUTIVE - Millennium Media

West Hollywood, California | June 2017 - May 2019

- Developed treatments and show bibles for major networks and studios
- Assisted with acquisitions of award-winning and bestselling intellectual property
- Provided coverage for development executives on books and scripts

EDUCATION - American University

Washington, D.C. | September 2010 - June 2014

- Bachelor's Degree in *Film & Media Arts* (School of Communication)
- Minor Concentration in *Creative Writing* (Department of Literature)

COMMERCIAL SCRIPTWRITING

Café Karibo is a family-owned, new American restaurant in Fernandina Beach, Florida specializing in fusion cuisine and an inventive bar menu.

CHALLENGE

Daily lunch and dinner sales, along with private event bookings, had hit a multi-year low. The client wanted to create a “destination video” featuring shots of the beach, the local fort, downtown, marina, and neighboring islands with action shots of Café Karibo while packed on a sunny day.

STRATEGY

The initial brainstorm session led to ten different commercial concepts, including a first-person narration from a family member, a version where each bite unlocked a new vacation experience, and a cinematic take with pirates searching for gold—the twist being the most valuable treasure is a meal at Café Karibo, of course.

Discussions with ownership and the cinematographer helped narrow down the options to the three strongest ideas. Detailed outlines were drafted for each of the final trio.

Ownership selected their favorite outline and approved the full script once completed.

RESULTS

The shooting script is available to [view here](#).

Note: Destination commercial was shot on May 20 - 21, 2026 and is currently in the editing process.

CAFEKARIBO.COM



Tommy Moloney's is a traditional Irish meat company that sells products in stores and via their e-commerce website.

CHALLENGE

When United Premium Foods purchased the Tommy Moloney's brand and recipes, they knew they need a fresh look and a strong voice to revive the brand.

STRATEGY

With a large portion of sales coming from e-commerce, a new website was an absolute must. There were technical issues on the backend of the system and the front-end user experience needed to be improved. Migrating to Shopify solved both problems.

UI/UX needed to be completely re-done for this transition. Aspects from the original brand history were incorporated, otherwise all copy was written expressly for the new site including product descriptions, FAQs, and "Stories from Ireland" blog posts.

To drive traffic to the new site, we ran paid advertising campaigns, set up email drip campaigns, and created a content plan for organic social channels.

RESULTS

In the first year working with Tommy Moloney's, the audience doubled on organic social media and on the email subscription list.

The real magic was in the sales numbers. That same year saw over \$450,000 in revenue—an increase of 60% from before the new marketing strategy. Those numbers were no aberration. The following year revenue totaled over \$500,000, another 12% increase.

TOMMYMOLONEYS.COM



Sheltered International, shortened to SiShips, is a freight-forwarding company specializing in both domestic and international shipments.

CHALLENGE

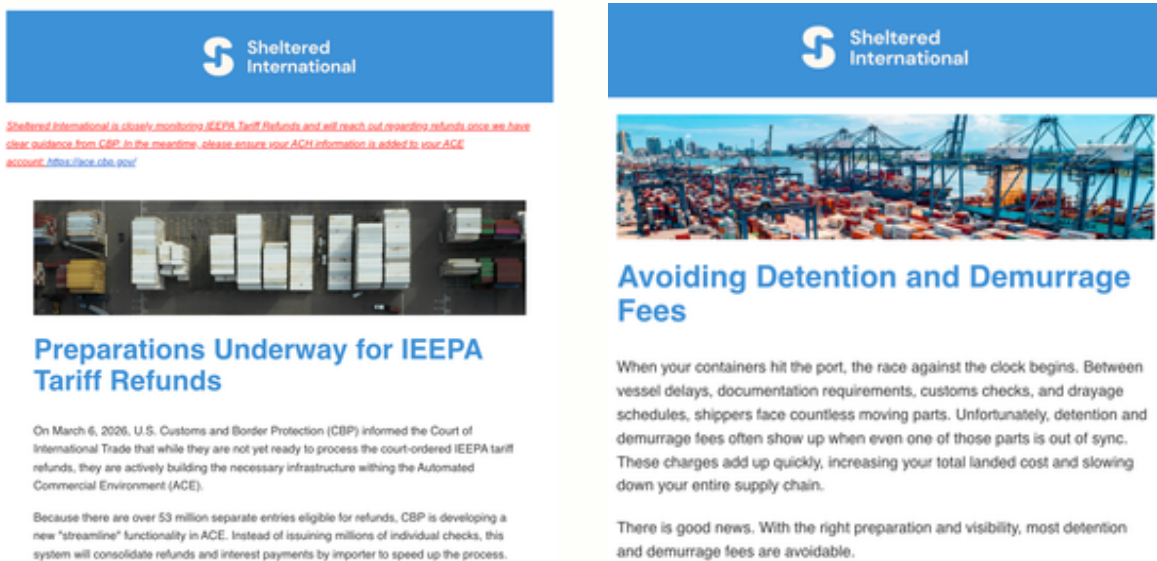
From the Ever Given getting stuck in the Suez Canal to IEEPA tariffs, the last several years have been a roller coaster in the world of shipping. SiShips needed a way to get updates to their clients.

STRATEGY

Due to the fickle nature of Meta and LinkedIn algorithms, organic social posts don't cut it for these time-sensitive updates. The answer lay with the large database of client emails. This way we could guarantee clients were getting updates and could respond accordingly.

RESULTS

Through five years of email marketing, we consistently maintain a 70% open rate on blasts and newsletters.



SISHIPS.COM



OPG+ is a bioremediation company focusing on rapid response to clean oil, petroleum, grease, and other types of hydrocarbon spills.

CHALLENGE

After finetuning their business model in Florida, OPG+ was ready to expand and open up locations across the Southeast United States. Each new city, from Atlanta, Georgia to Charlotte, North Carolina, required individual attention in order to rank in local searches.

STRATEGY

Content on the website was broken down into three categories. One focuses on spill cleanup services, with individual pages for oil, petroleum, etc. Another highlights the metropolitan areas where OPG+ offers service. The last category is technical resources, where blog updates offering even more opportunities for local SEO are shared.

Special emphasis was placed on the pillar page describing the bioremediation process and the 100% all-natural solution used by OPG+.

RESULTS

Following success in Georgia and North Carolina markets, OPG+ continues to expand, adding Tennessee, and Texas markets in 2025, with service arriving in 2026 to Austin and San Antonio.

OPGPLUS.COM



Vo Law is a St. Augustine-based law firm that combines practical experience with forward-thinking legal solutions.

CHALLENGE

As a new firm looking to establish themselves in St. Augustine, and Florida at large, Vo Law needed a way to differentiate themselves from the competition.

Unfortunately, they were handcuffed by Rule 4-7.13 of the Florida Bar Association, which states that legal advertising must “avoid inclusion of direct calls to action, promotional language, or implied comparisons”.

STRATEGY

One way to work within the limits of Rule 4-7.13 is to share educational posts. While direct calls to action are not permitted, we are permitted to pepper the post with keywords appropriate for local SEO and common searches for real estate legal terms and other services Vo Law offers.

These blogs are posted on the website and via social media channels like Instagram and Google My Business.

RESULTS

Monthly blogs have been published for the past year and a half covering topics from “Everything You Need to Know About Property Taxes in Florida” to “10 Reasons to Put a Property in a Trust”.

Since starting, the practice has doubled in size and closed nine figures worth of real estate transactions and other legal work.

VOLAW.US



Shoreline Park City is a development of new, luxury townhomes in Park City, Utah.

CHALLENGE

After selling out Phase I and Phase II, Shoreline needed additional support to advertise Phase III. Featuring four different designs, Phase III marked their largest expansion yet. The goal was to attract buyers looking for a second home, either as a vacation retreat or a place to downsize for retirement.

STRATEGY

Bi-monthly blogs were a natural fit for the first wave of marketing efforts. New posts showed an active website and provided places to include local keywords. The content could also be repurposed as part of sales pitches in different mediums.

The one problem: I didn't know anything about Park City.

Realizing this was an opportunity to learn, I utilized LLMs to assist with research, ideation, and outlining articles.

RESULTS

There is no doubt that LLMs like ChatGPT, Google Gemini, and Anthropic Claude have improved by leaps and bounds in the past few months alone. However, they still sound formulaic and they still make mistakes.

One solution to this is to treat any LLM like a junior copywriter. This has helped save hours of research and turned a post that might take two hours of work (brainstorm, research, outlining, writing) into a task that can be completed in half the time.

SHORELINEPARKCITY.COM



SOCIAL MEDIA COPYWRITING

Timoti's Seafood Shak is a family-owned and operated fast casual restaurant with two locations in Northeast Florida.

CHALLENGE

In a resort town with plenty of options for seafood, Timoti's Seafood Shak needed more than their delicious, wild-caught seafood to stand out. To be truly successful, the account needs to appeal to tourists and navigate some tricky public relations situations stemming from local politics.

STRATEGY

The past five years have been a long-term experiment in finetuning the brand voice for Timoti's Seafood Shak. The content is friendly, casual, and a little sassy.

The staff is not afraid to hop on trends or get creative and film original video concepts. We consistently put a face to the brand, featuring talking head interviews with management explaining the process of sourcing seafood in a sustainable way and cooking everything fresh to order.

RESULTS

7,000 followers (combined Facebook and Instagram) have been added since beginning work with the accounts for an increase of 70% in total follower count.

70,000 reactions, 5,000 comments, and too many shrimp baskets to count have been tallied in that time, as well.

TIMOTIS.COM



ACCOUNT MANAGEMENT

Pizzalley's LLC is a collection of three distinct concepts in St. Augustine, Florida—Pizzalley's Chianti Room (a traditional Italian restaurant), Prohibition Kitchen (a 1920's speakeasy style bar), and PK's Roosevelt Room (an upscale restaurant with the ability to host private events).

CHALLENGE

While the businesses thrive during summer and winter vacations, management was eager to find ways to boost shoulder season sales. They were looking for a partner that could build and run a coordinated marketing plan for daily operations of all three restaurants and promote special events.

Additionally, PK's Roosevelt Room introduced a dinner menu after years of only operating during brunch hours.

STRATEGY

First, it was imperative to align all the brands. This was approached with new graphic design standards for each business and a complete overhaul of social media focusing less on trends and opting for highly stylized content that extends their brand story set in the 1920's. Google and Meta paid advertising campaigns were created with separate audiences for locals, tourists, and private events.

With so many moving pieces, weekly calls to facilitate communication between the marketing team and the managers of each concept are especially helpful.

After a year of working together, the owners requested a new-from-scratch website build, which is currently in process, that will seamlessly sync all three concepts with room for franchise growth.

RESULTS

Social media engagement has increased by 13% since taking over the accounts. New marketing efforts have also led to an increase in private event inquiries with over 50% of possible calendar dates filled. Recent ticketed events, including the Midnight Masquerade New Year's Eve Party and the Speakeasy for a Cure Gala, have completely sold out.

CRSTAUG.COM

PKSTAUG.COM

RRSTAUG.COM



THANK YOU

IF YOU WOULD LIKE TO SEE
ADDITIONAL WORK EXAMPLES OR
HAVE ANY QUESTIONS, PLEASE DON'T
HESITATE TO REACH OUT VIA EMAIL:
BOWENTIBBETTS@GMAIL.COM