

DANICAROG.COM

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Danica Rog

Senior Copywriter

EXPERIENCE

02

04.2021 - Present

Amazon Pharmacy

Healthcare is full of complicated processes. I guide copy strategy to make the critical job of managing medication feel more personal, accessible, and empowering.

Most notably, I lead brand development of Amazon Clinic and RxPass.

04.2020 - 04.2021

Amazon Web Services

From social strategy to larger-than-life billboards, I sat at the intersection of customer needs and business goals—blending both into winning campaigns for the AWS brand and reinventing how it speaks to a global audience.

06.2017 - 04.2020

Amazon Treasure Truck

From the program's nationwide launch, I owned and evangelized the brand's smart, friendly, and delightful voice.

I managed freelancers, created brand guidelines, and wrote end-to-end messaging for over 300+ products.

All to “make the ordinary day a little bit special”.

04.2015 - 06.2017

Freelance copywriter

Worked with Blueprint Registry, Reviews.com, and Freshome Architecture.

I drove content direction and strategy, managed a team of freelance writers, increased SEO through evergreen content, authored new site language, and pitched PR pieces.

SKILLS

04

Brand identity	Copywriting
Editorial design	Storytelling
Product naming	Script writing
Brand strategy	Thank you notes
UX writing	Curiosity

EDUCATION

03

University of Minnesota

Bachelor of Arts
Strategic Communication - Copywriting

AdFed / PRSSA / D1 Collegiate Rowing

HELLO

05

I'm passionate about brand systems, big ideas, and the nit-picky nuances of words. I have a knack for naming. *And I have a really great dog, named Ranger.*