

ALISHA SHARMA

Senior Copywriter & Content Strategist

Miami, FL · alisha@858creatives.com · 858.733.7395 · 858creatives.com · linkedin.com/in/alishasharmamiami

SUMMARY

Senior copywriter with 6+ years writing high-converting copy across paid social, email, SMS, and web for 120 brands, including Taco Bell, Crocs, Mejuri, and LolaVie by Jennifer Aniston. Proven at volume with 23 landing pages written in 24 hours. Proven at leadership with hiring, training, and managing a team of five writers. Proven at longevity with former clients still using the work long after handoff.

EXPERIENCE

Senior Copywriter → Strategist, Creator Partnerships | Lunar Solar Group Oct 2025 – Aug 2026

- Built, managed, and wrote 100 articles across two branded blog sites, including photo sourcing, formatting, and WordPress publishing
- Cold sourced creators from TikTok and Instagram to pitch to brands, including for the Harry Potter movie premiere
- Clients included Venus et Fleur, Homesick, Nugget, Urban Plates, and Carbone

Freelance Copywriter | 858creatives May 2023 – Present

- Ongoing freelance copy projects across DTC and B2B. Several are ghostwritten or under NDA and cannot be named here

Copywriter → Senior Copywriter | Sharma Brands Jan 2024 – Sep 2025

- Wrote for supplement, hormone health, and prescription skincare brands, working inside claim restrictions on every line
- Wrote Meta and TikTok ads and email campaigns for Salud built on ingredient origin, turning where their organic caffeine is grown into proof of clean energy with no jitters or crash
- Expanded into full paid social across Meta, TikTok, Google, YouTube, Snapchat, Pinterest, and sponsored blog sites, writing on-screen copy for static and video ads
- Wrote website copy, landing pages, PDPs, email, and SMS campaigns, plus collaboration campaigns supporting Lilo & Stitch, Wicked, Toy Story, Winnie the Pooh, and Mel Robbins
- Clients included IM8 by David Beckham, POV Beauty by Mikayla Nogueira, Curology, HexClad, and Rip Van

Freelance Copywriter → Copy Team Lead | HOOX Jul 2022 – Dec 2023

- Recruited, hired, trained, managed, and mentored a team of 5 copywriters
- Wrote 23 landing pages in 24 hours at peak volume, the influx that led to building out a full copy team
- Segmented Eight Sleep's landing pages by buyer rather than benefit, writing for menopause, snoring, couples, and sleep-tracking audiences, plus copy for their Sleep Elixir and jet lag supplements
- Expanded into strategy and design, shaping landing page structure and visual execution
- Wrote landing pages, PDPs, bundle offers, listicles, advertorials, and multi-angle A/B variants
- Clients included Fabletics x Lizzo, EveryPlate x Selena Gomez, Lamborghini Wine, Kettle & Fire, and Dr. Squatch

Messenger Marketing Associate → Content Marketing Specialist | Paloma Feb 2021 – Jul 2022

- Sephora Middle East. Wrote the creator script for an Instagram Live and the full shoppable DM automation behind it, every product purchasable in-DM by commenting on the live. Sephora's first ever live-to-DM commerce flow, running across eight countries
- Built a symptom-matching quiz inside DM automation for a women's sexual wellness supplement brand, routing each person to the right product without making a health claim
- Wrote and built the full conversational automation for the Fast & Furious movie premiere, a pre-automated flow built to hold second-screen attention for the entirety of the film
- Designed pre-automated click-to-messenger conversations in Figma, taking people from the ad to a product recommendation to checkout without leaving DMs
- Clients included Caraway, Amazon Blink, Lalo, Joybird, and Health-Ade Kombucha

Influencer Campaign Associate | AspireIQ Jul 2020 – Feb 2021

- Ran influencer campaigns from start to finish: sourcing, rate negotiation, product logistics, content approvals, and posting schedules
- Led a 200+ micro-influencer product launch for L'Oréal
- Reviewed and edited creator captions for brand voice and FTC disclosure compliance
- Clients included Krazy Glue, Samsung Global, La Colombe Coffee, Premier Protein, and Oster

Assistant Project Manager | Sharma Brands Jun 2019 – Jul 2020

- Launched and wrote content for TheGetWell.co, a sponsored content media property
- Supported planning and execution of Sharma Nights, brand-sponsored dinners across NYC, LA, and SF for founders, CEOs, and influencers
- Primary clients included Orgain, Proper Wild, The Pill Club, and Ten Thousand

Omnichannel Marketing Intern | Hint May 2018 – Jun 2019

- Executed the "hint Oasis" experiential activation at Outside Lands 2018, and helped open hint's first retail store on Union St in San Francisco
- Contributed to the 2018 brand rebrand across project plans, schedules, and budgets
- Launched hint's first college ambassador program at University of San Francisco

SELECTED PROJECTS

DIGI by Glamnetic — Built the brand book from scratch, including tone of voice, audience personas, brand values, dos and don'ts, and a full copy bank, then wrote the site off it: homepage, collection page, how-to, FAQs, and a PDP for every nail design. The brand launched into 450 Ulta stores.

Sephora Middle East — Wrote the creator script for an Instagram Live and the full shoppable DM automation behind it, every product purchasable in-DM by commenting on the live. Sephora's first live-to-DM commerce flow, running across eight countries.

Laundry Sauce — Paid media copy in a category where every competitor argues the same three things: cleaner, cheaper, greener. Pitched like perfume, priced like detergent.

Flaus — Landing page for the first electric flosser, written to hold its own against design that was already loud.

hint Oasis, Outside Lands 2018 — Experiential activation positioned in front of the main stage, plus hint's first retail store opening on Union St in San Francisco.

HexClad — Highway banner copy. A tagline read at seventy miles an hour by someone who did not choose to look.

EDUCATION

University of San Francisco

B.A. Psychology, Minor in Advertising

NCAA Division I Tennis · Athletic scholarship

SKILLS

Channels: Paid social (Meta, TikTok, Google, YouTube, Snapchat, Pinterest) · Landing pages, websites & PDPs · Email & SMS lifecycle · Influencer and UGC scripts · Blog and long-form content · Out-of-home (highway banners, festival signage) and experiential

Craft & ops: Conversion copywriting · Regulated category copy (supplements, hormone health, prescription skincare) · FTC disclosure compliance · Brand voice development & tone-of-voice systems · Copy banks and modular messaging · Multi-angle variants and A/B testing · Team leadership, hiring & mentorship · Creator and affiliate strategy