

Ayanna Redwood-Crawford

COPYWRITER · BRAND VOICE · CONTENT STRATEGY

New York and Remote · hello@ayannacrawford.com · 843.364.4635

A copywriter and brand voice specialist who builds the way a company sounds and keeps it consistent everywhere it shows up. I write end to end, from web and product copy to email, campaigns, and founder voice, and I turn complex, technical products into clear language people actually trust. An earlier career in startup operations and recruiting means I know how to work inside a company, not just write for one.

EXPERIENCE

Staff Writer, Beauty & Personal Care

NYT Wirecutter · Aug 2022 to Present

Previously the Sleep team

- Synthesize dense product testing and technical, insider jargon into clear, trustworthy copy that helps millions of readers choose with confidence.
- Hold a consistent voice and tone inside strict brand and editorial standards, partnering with editors, designers, and photographers to ship polished work on deadline.
- Write recommendation content that regularly drives featured products to sell out.

Copywriting & Content Consultant, Marketing & Brand Voice

Wagmo · Feb 2021 to Feb 2023

Venture-backed insurtech

- Owned the brand voice across every surface, including email, SMS, social, web, and partner pitch decks, and built the voice and tone consistency that carried the brand's story.
- Rewrote and edited lifecycle email and SMS for tone, flow, and clarity, tightening the message across every customer touchpoint.
- Reviewed and refined all external copy for potential business partners.

Content Manager & Writer, CEO Branding

Christie Horvath, CEO of Wagmo · Sept 2021 to Present

- Ghostwrite the founder's voice for thought leadership published in Medium and Forbes EQ.
- Grew the CEO's Twitter and LinkedIn engagement by 10 percent with pithy, human commentary.
- Built the PR pitch framing the founder's story for media outlets.

Startup Operations

NYC Startups · Prior to 2021

- Logistics Manager, Operations Manager, and Internal Technical Recruiter inside early-stage companies. Learned firsthand how startups talk, sell, and grow.

SKILLS

Brand voice & tone systems · Copywriting & copyediting · Web & product copy · Email & SMS · Content strategy · Editorial research & fact-checking · SEO/SEM

Tools: Microsoft Word, Jira, Asana, Airtable, CMS and style-guide systems

EDUCATION

B.A. Communications, Public Relations

Howard University, Washington, DC