Christina Li

COPY + CREATIVE DIRECTION

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2025 – NOW

Creative Lead, Copy @ DoorDash

- Led growth creative strategy, owning all evergreen campaigns across paid and CRM channels
- Built scalable messaging frameworks for marquee moments like the World Cup and Super Bowl
- Owned scripting for OLV and radio, carrying campaigns through pitch to final production
- Managed three Sr. Copywriters, championing cohesion across B2C, B2B, and Dasher audiences
- Directed creator agencies to shape messaging and storytelling standards across social video
- Reduced Meta CPA by 21% and creative fatigue by 2X through always-on testing
- Led the overhaul of 800+ B2C lifecycle assets, generating $11M in incremental revenue
- Trained and drove adoption of an enterprise AI writing platform, cutting draft time by 57%

2023 – 2025

Copy Director @ Bombas

Senior Copywriter (2019 – 2023)

- Evolved the brand voice across mission, category, and product storytelling over five years
- Led 360° campaigns for Pride and brand collaborations with Sesame Street and Cotopaxi
- Managed two Copywriters, overseeing copy across packaging, email, SMS, radio, and retail
- Partnered with executives to translate business goals into creative strategy and team priorities
- Drove $80–$120K in revenue per marketing email across 15+ monthly sends

2016 – 2019

Copywriter + Art Director @ Bandujo Advertising + Design

- Pitched and designed integrated campaigns across digital, OOH, and TV
- Balanced multiple client accounts, including Audible, Hugo Boss, NYC Health, and Chase Bank
- Translated complex and sensitive topics (e.g. sexual wellness) into accessible messaging

2014 – 2016

Social Media Manager @ BBR Creative

- Owned social strategy, copy, design, and community management for all client accounts
- Grew the agency's largest social client, *Come Home Louisiana*, to 75K+ followers
- Monitored audience trends and engagement to inform ongoing content development

2010 – 2014

Louisiana State University

Bachelor of Arts in Mass Communication, *summa cum laude*

Concentration in Digital Advertising

Minor in Visual Design