

# ILA ASPLUND

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## CONTACT

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## Re: Senior Copywriter role @ Remitly

Dear Remitly Hiring Manager,

In my current work at Mercy Corps, I came across a report entitled "[The Currency of Connections](#)." Highlighting the needs of internally displaced and refugee populations in South Sudan and Uganda, the paper explores how "social connectedness" is key to community resilience and recovery in complex crises. Remitly's mission came into focus for me when I read that **"access to a money sender is consistently associated with household social connectedness."** The ability to send and receive cash enables separated families to exchange support over long distances, and enables reunification.

Our global need for connectedness is profound. In this moment in history, as conflict and climate change amplify global disparities and divisions, I believe Remitly's work to design more inclusive and equitable access to finance could not be more urgent. I'd love the opportunity to help your key audiences feel that urgency and be inspired to take action in partnership with Remitly.

At Mercy Corps, I write, edit, and produce digital communications (email, web stories, ads, social, video) to deliver value to our audiences and deepen supporter relationships. I research and curate existing assets — photos, transcripts, reports — to help readers learn more about the people we serve and the work we do. My creative contributions have resulted in record-breaking engagement and revenue numbers. I constantly share analyses of campaign trends, wins, and losses with my team, so that we are informed by the past and ready to collaborate on future projects.

As a member of my team's Diversity, Equity, and Inclusion task force, I'm driven to increase transparency and authenticity in both our external language and internal approach to storytelling. I aim to center the voices of program participants and local team members, and to byline sources who are closest to the work and its impact.

I've spent years interviewing people from across the globe, listening deeply for their pivotal moments and their dreams for the future. By sharing these stories thoughtfully and strategically, I've elevated the work of purpose-driven organizations and brands, connecting them more deeply with their supporters — and have helped raise millions for those causes along the way.

As you review my resumé, I hope you will agree that this role presents a perfect opportunity to apply my talents, years of experience, and passion for Remitly's mission to transform the lives of immigrants and their families .

Thank you for your consideration.

To a more connected world,



Ila R. Asplund

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## PORTFOLIO

[writing.halfsky.org](http://writing.halfsky.org)

## TECHNICAL TRAINING, PLATFORMS & SKILLS

Marketing data and email analytics, tools include: Action Kit, Litmus, Mailchimp

Project Management expertise with tools including Wrike, Basecamp, and Asana

Practical skills in editing HTML for web, plus CMS tools: Wordpress, Drupal, Weebly, Wix, Squarespace

Adobe Creative Suite Fundamentals, Pacific Northwest College of Art

## EDUCATION

University of Washington, Seattle, WA:  
Bachelor of Arts: English Writing, Cum Laude with Honors

Seattle University, WA: Teaching English to Speakers of Other Languages, Teaching Certificate

## WORK HISTORY

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### Email Marketing Manager

Mercy Corps, February 2020 to present

- Copywriting and editing to deliver value, drive engagement, and achieve revenue goals via first-in-class storytelling across digital channels
- Utilize complex digital tools to analyze campaign outcomes, to create data-informed decisions to improve future performance
- Research, source, and select assets (photos, videos, interview quotes), pitch, craft, and edit stories that demonstrate the impact of Mercy Corps' domestic and international programs
- Interview global team members and other stakeholders, and create a byline index of diverse, expert voices to ensure that story content is told from multiple perspectives
- Collaborate with creative team to offer cohesive, relevant messaging and multi-media experiences across the user journey, from acquisition to conversion and beyond
- Work within and contribute to guidelines for language and photography that avoid the characteristics of white supremacy, sexism, and colonialism that have historically dominated the international aid sector
- Develop and work within legal guidelines to ensure language is in alignment, accountability to donors is transparent, and facts and information are consistently verified
- Provide detailed quality assurance to ensure a positive user experience, consider accessibility best practices, and test responsive rendering on all digital devices from desktop to mobile

### Freelance Copywriter

Half Sky Writing, 2018-ongoing

- Provide copywriting and related work for a variety of global organizations
- Communications strategy, website-building and content management, writing, editing, design, and event planning and facilitation
- Partnered with and developed brand language, bios, and other marketing, content for major client Future Leader Now (FLYN Consulting)
- Copywriting of materials and co-facilitation of change management, design thinking, and team culture-building workshops across the globe (Silicon Valley, NYC, London) for HR professionals from major companies including: Apple, UPS, Proctor & Gamble, Virgin Media, LinkedIn, Wells Fargo, Kellogg's, Campari Group

### Director of Marketing & Communications

WorldOregon (formerly World Affairs Council), 2016-2018

- Led strategy, design, and content creation for all digital and print communications: e-newsletters, fundraising appeals, event promotion
- Utilized data and analytic tools to measure effectiveness of digital outreach strategies, continuously adapted campaigns to achieve goals
- Pitched to media, wrote press releases, prepared interviews, and wrote scripts for radio spots promoting large scale speaker events with major thought leaders, including journalist Lulu Garcia-Navarro, author Masha Gessen, travel guru Rick Steves, and racial justice activist Shaun King
- Wrote, scripted, produced video for high-end annual major donor gala
- Directed start-to-finish rebrand, from pitching changes to board executives, vetting proposals from design agencies, to implementing a new website design and CMS
- Created and managed editorial calendar across all communication channels (web, social, email, direct mail) and oversaw marketing budget

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## LANGUAGES & INTERNATIONAL EXPERIENCE

Languages: Native English speaker, conversational Bahasa Indonesia, very beginning French speaking/listening

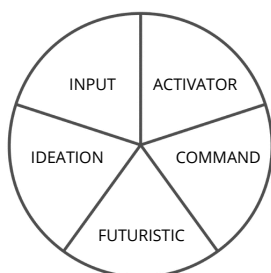
Work and extended travel in countries such as Cambodia, India, Indonesia, Uganda, Kenya, Rwanda, and Tanzania

Rapporteur and blogger for Vital Voices (New Delhi, India)

Conference Speaker, Media for Activism, Global Leadership Conference (Indonesia)

Volunteer, International Refugee Hospital Literacy Program (Seattle, WA)

## GALLUP'S "STRENGTHSFINDER" STRENGTHS



## WORK HISTORY

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### Founder & CEO

Half Sky Journeys, 2010-2015

- Increase impact of nonprofits and cause-centered businesses through creating in-person and digital engagements worldwide
- Design, prepare logistics, market, and sell premium international events to unite social impact leaders with a lens on women's rights, past trips include Cambodia, Kenya, and [Rwanda](#)

### Director of Communications and Marketing

World Pulse Media, 2006-2010

- Wrote marketing campaigns for donor audiences, plus external and internal community audiences
- Wrote copy to sell sponsorships and advertising for a quarterly print magazine, which transitioned to a digital media platform to amplify women's stories of change from every continent
- Served as the ghostwriter and editor of CEO's internal and external communications to supporters, board, and subscribers
- Scripted and planned event content for board trainings and off-site team engagements to align mission and values
- Interviewed women participants on the platform virtually, and in person on international trips, to collect, write, and share stories of impact
- Built outreach strategy which tripled membership to our social network
- Transformed data and research into narratives and visuals to grow support

### Marketing Director

One With Heart Wellness Center, 2001-2005

- Planned, created, and executed sales plans and marketing campaigns
- Created internal team sales strategy resulting in most profitable year to date, funding a self-defense scholarship for low-income families
- Crafted copy for website, press releases, e-news, media (TV/web/radio)

### Marketer & Trainer of Trainers

Teach and Travel, 1999 - 2001

- Sold premium cost workshops by leading outreach and marketing events
- Wrote curriculum, taught, and certified students
- Consulted new teachers in preparation for employment overseas

### Team Leader, Customer Service

Amazon.com, 1998-2000

- Helped develop LINUX-based "blurrary" system (expertly crafted written blurbs) to train representatives to respond in "customer-centric" brand style, empowering team to convey company's brand and mission with every email interaction