

## Diana Cacy Hawkins

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Thanks for your interest in my marketing and copywriting services.  
This is a brief and friendly bio/fact sheet.

It's safe to say I was in the world of business since birth, having been raised in a family-owned corporation. It's in my genes. The computer keyboard is my tool of choice these days as a creative strategist and copywriter that help my clients get their products and services in front of the right people.

### Business Background

After high school, I continued to study business in college and then joined the USAF. Ever since then, I've been running businesses or departments.

- Headed up the Unit Advisory Committee for our squadron, meeting with 5 Star Generals as an entry-level Airman.
- Headed up a non-profit organization, bringing it out of \$10k debt and into the green for long-term stability.
- Assisted in the family-owned business, eventually taking it over.
- Managed a coffee shop.

### Marketing and Copywriting Highlights

I knew that getting the proper training was crucial for my copywriting and consulting success — and, more importantly — for the success of my clients. Since 2008, I've diligently studied the craft of copywriting and content marketing through the industry experts at American Writers & Artists Institute (AWAI). They're based in Delray Beach, Florida, and have successfully trained copywriters since 1997.

Through AWAI, I stay up-to-date on current trends in both B2B and B2C strategies and best practices. I pair this with expert learning from outside sources, such as Dan Kennedy and Ryan Levesque, as well as hanging out with groups comprised of the best in marketing.

Over the last several years, I've studied and written pieces such as:

- Email newsletters, flows, and campaigns. (Up to 250 per month for 2 1/2 years.)
- Blog posts and tie-in emails or social media posts.
- Creative ads for various channels.
- Reports, white papers, and ebooks.
- Website audits and website copy.
- Sales Enablement copy.
- Case studies.
- Much, much more.

For best results, it's best to speak the language of your "tribe" — your ideal customer. I can help you craft marketing messages infused with your style and voice while connecting your product or service to your reader by hitting their emotional and logical pain points.

I've learned how to study a brand's unique voice, style, and feel by handling over a dozen brands across various industries over the last three years. Being directly involved with the managers and designers for these clients has allowed me to be not only an expert copywriter you can rely on but an expert strategist too.

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