

Ruth E. Hawk

Brand & Messaging Strategist · Content Lead

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Brand strategist and content leader with 15+ years shaping how organizations communicate. Brings together strategic thinking (positioning, narrative architecture, voice development) with the rare ability to execute at the sentence level. Currently serving as Brand Lead at MaaS, a CodeSM company, working directly with clients to define brand identity, build messaging frameworks, and develop multi-channel content strategy. Proven across industries from home services to logistics, and comfortable owning a project from discovery to delivery.

EXPERIENCE

Brand Lead

Feb. 2026 – Present

MaaS (A CodeSM Group Company) · Remote · Raleigh, NC

- Own brand strategy and positioning for a portfolio of 33 active client accounts, leading discovery, defining brand voice, building messaging frameworks, and executing high-impact assets including homepage copy, landing pages, and campaign concepts.
- Develop social media strategy and content direction for clients, establishing narrative-level guidance that scales across execution.
- Present brand strategy recommendations directly to clients on calls, translating strategic positioning into clear creative direction.
- Provide mentorship and informal guidance to a newer Brand Lead on the team, supporting their onboarding into the role and the agency's brand frameworks.
- Contributed research and a written proposal on role structure, team architecture, and compensation benchmarking that informed the agency's reorganization of its content team.
- Collaborate cross-functionally with designers, account managers, and writers to maintain brand coherence from strategy through execution.

Lead Copywriter

Jan. 2023 – Feb. 2026

CodeSM (Later MaaS) · Remote · Raleigh, NC

- Managed a team of 2 blog writers and oversaw quality, workload distribution, and deadline adherence across a high-volume content pipeline.
- Produced branded marketing content for 50+ clients across home services, logistics, and local business sectors, including web copy, landing pages, ads, and email sequences.
- Developed copywriting standards, style guides, and onboarding materials to raise team consistency and reduce revision cycles.
- Identified and resolved bottlenecks in content production processes, improving throughput without sacrificing quality.
- Partnered with proprietary AI tools to develop prompting frameworks and content guidelines, maintaining brand voice at scale.

Copywriter

Feb. 2020 – Jan. 2023

CodeSM · Remote · Raleigh, NC

- Produced branded marketing content for 50+ clients across home services, logistics, and local business sectors, including web copy, landing pages, ads, and email sequences.
- Operated within established brand and messaging guidelines while adapting tone and structure to each client's unique audience.
- Partnered with proprietary AI tools to develop prompting frameworks and content guidelines, maintaining brand voice at scale.
- Managed multiple concurrent projects with competing deadlines in a fast-paced, international remote environment.

Freelance Writer & Editor

2013 – 2022

Upwork & Direct Clients · Remote

- Wrote 1,200+ SEO-optimized articles across industries including health, finance, real estate, and technology.
- Managed social media content for 2–3 clients through a boutique agency partnership, handling daily posts, image sourcing, and scheduling via Sendible.
- Developed website content architecture for two businesses from the ground up.
- Authored long-form digital marketing content and client-directed e-book series.
- Copyedited three self-published books and a Greek language curriculum for Berkshire Christian College.

Communications & Marketing Coordinator

2010 – 2012

Gordon-Conwell Theological Seminary · South Hamilton, MA

- Managed communications across four campuses; served as Assistant Editor of the biannual ministry magazine Contact.
- Created written material for external and internal seminary publications; managed media relations.

CORE COMPETENCIES

Brand & Messaging Strategy · Narrative Architecture · Voice & Tone Development
Campaign & Funnel Strategy · Content Team Leadership · SEO & Long-Form Content
Client-Facing Strategy Presentation · AI Prompt Development · Social Media Strategy

EDUCATION

Master of Arts, Biblical Languages

2007 – 2010

Gordon-Conwell Theological Seminary · South Hamilton, MA

Bachelor of Arts, English & Biblical Studies

2003 – 2007

Eastern University · St. Davids, PA

Double major · Creative Writing concentration