





CHARISSE SISOU

COPYWRITER | MARKETING & COMMUNICATIONS STRATEGIST

 224.650.0258
 charisse@claimyourmessage.com
 ClaimYourMessage.com
 Chicago, IL | 100% Remote

PRAISE

“**You write with soul.** That is a rare and wonderful thing.”
—Christine Kane, Business Coach

“**Charisse is hands down the best copywriter I know.** The only one to ‘get’ my voice without me having to do the heavy lifting. VERY self-sufficient. She delivers.”
—S.P., Tech Expert, System Serenity

“This is so much better than anything I could have created myself. It’s rich, it’s textured. **Where I would have written a bowl of vanilla ice cream, you created a gourmet dessert.**”
—G.B., Global Head of Power, Energy & Infrastructure, Lazard Ltd

“**We are overflowing with opt-ins for the call.** What you are doing is WORKING. This is the mojo you’re stirring up for us, thank you!”
—Cari Cole, Celebrity Voice Coach

“I knew you were an awesome copywriter when **I read my sales page and wanted to become my own client!**”
—Jen Levitz, Systems Consultant

EDUCATION

Bachelor of Arts with honors
Amherst College, Amherst, MA.

MBA coursework
Booth School of Business
University of Chicago, Chicago, IL.

Ongoing marketing, PR, media + business trainings

PROFESSIONAL EXPERIENCE

Chief Strategist + Lead Copywriter

Claim Your Message Copy + Content Agency 2009-Present

Trusted executive advisor on marketing strategy and message. **Team leader**, driving strategy and editorial review for writers and support staff. **Versatile ghostwriter**, creating SEO-optimized thought leadership content in the client’s unique voice and perspective.

- **Entrusted with B2B content strategy and execution** by the CEO of a national nonprofit, supporting its relationships with financial titans.
- **Drove primary traffic** for S&P 500 manufacturer’s site through its blog.
- **Tripled sales for an online course** with a reworked sales page.
- **Drove 10 signups in 15 minutes** for voice coach’s online programs by scripting a magnetic webinar/master class.
- **Garnered a 6-figure launch** with a sales page for a women’s leadership group coaching program.

Select Clients, with links to sample content: [HomeFree-USA](#) (national nonprofit); [MettaWorks](#) (tech executive coaches), [Cassell Plan Audits](#) (CPA), [Boldheart](#) (business coach), Rustoleum’s [Citadel Floors](#), and leaders at Northwestern Mutual (insurance), Amazon (e-commerce), Apple (tech), Oracle (consultancy), and Bayer (pharma).

Core Deliverables: Sales and landing pages, blog articles, op-eds, web copy, lead magnets, case studies, show notes, pitches, and books. Executive and board resumes and LinkedIn profiles.

Corporate Background + Early Career

- Shields Meneley Partners, now Felix Global (2015-2022): **Became elite executive search firm’s go-to writer**, working closely with C-suite across industries to produce board and career resumes.
- Unicarriers, formerly Nissan Forklift (2004-2010): **Gained in mid-market environment**. Tasked with implementing new program, won over resistant leaders with empathy and persistence.
- Precision Detectors, Inc.: **Managed communications** to scientists and executives in pharma, research, and biotech at small tech firm; reported to VP of Marketing.

WRITING SAMPLES

- [When Mortgage Denials Occur, Everyone Loses](#) (article, B2B)
- [Get Stuff Done in Minutes, Not Hours](#) (affiliate landing page)
- [Who You Are is How You Lead](#) (book, ghostwriting, editing)
- [How to Cope When Things Feel Out of Your Control](#) (blog, B2C)
- [Additional Samples](#)