

# COURTNEY PRAATHER



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courtneypratherwriter.com



Orange County, CA

## SENIOR WRITER & BRAND STORYTELLER

Senior writer and brand storyteller with 8 years shaping one of the most disruptive voices in wireless. As the longest-tenured copywriter behind Mint Mobile's billion-dollar brand, I craft high-impact scripts, memorable brand moments, and breakthrough creative that shifts perception and drives awareness. Known for fast, insight-driven scriptwriting, big conceptual thinking, and a voice that balances cleverness, warmth, and clarity.

## EDUCATION

2012 - 2014

### MFA in Creative Writing

Emerson College

2008-2012

### Bachelor of Fine Arts English

UC Santa Barbara

Graduated top 15% of class

Honor's Fellowship

## SKILLS

- Data-Driven Idea Generation
- Video/Audio Scripts
- Social Strategy
- Cross-Functional Collaboration
- Business Acumen
- Motto: Have Fun. Get S#!t Done.
- Team Leader & Empathic Advocate

## WORK EXPERIENCE

### Senior Copywriter

Mint Mobile | Ultra Mobile 2021 - Present

Lead and mentor copywriters while driving creative across full-funnel campaigns. Write and develop scripts that translate complex wireless concepts into engaging, humorous stories. Partner with research, brand, and marketing teams to uncover insights that fuel breakthrough concepts.

### Copywriter

Mint Mobile | Ultra Mobile 2018 - 2021

Joined early-stage startup to help establish brand voice and storytelling foundation. Crafted creative across social, email, paid media, product launches, and app experience. Contributed to creative voice and tone that attracted major attention, including Ryan Reynolds' ownership stake.

### Leader, Social Impact Team (ERG)

Mint Mobile, 2023 - Now

Co-lead of Social Impact team shaping fundraising and philanthropic storytelling. Spearheaded campaigns raising tens of thousands for nonprofits; achieved 4x daily goal for RAINN initiative.

### Content Marketing Manager

Mark 1 Mortgage, 2014 - 2018

Specialized in eCommerce content from blogs to digital marketing for a variety of real estate clients, specializing in customer education.