

CASE STUDY

Building a Scalable DTC Copy System

Global DTC Copywriter & Content Systems Specialist

SharkNinja | November 2025 – April 2026 | Global DTC

At SharkNinja, my role as Global DTC Copywriter extended well beyond the page. Over five months, I designed the systems, frameworks, and standards governing how copy is requested, created, reviewed, and delivered across three distinct brands and multiple international markets. Working across CRM, web, paid social, SEO, and campaign channels, I combined creative execution with content operations thinking, turning a fragmented process into a scalable, structured model.

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Context & Background

When I joined SharkNinja's DTC team, copy was being produced across a wide range of channels: CRM, onsite, paid social, SEO, and seasonal campaigns. There was no consistent system governing how it was requested, created, reviewed, or delivered.

This created a familiar set of problems:

- Inconsistent tone and messaging across channels and brands
- Unclear briefs and incomplete inputs, leading to rework
- Multiple stakeholders in feedback loops without a clear decision-maker
- Slow turnaround times driven by process gaps, not just workload
- Downstream inefficiencies in localisation and translation workflows
- Early AI adoption without clear governance or quality controls

At the same time, the business was scaling across three brands: Shark Home, Shark Beauty, and Ninja, each with distinct audiences, tones, and market requirements, increasing the operational complexity considerably.

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Objective

My remit evolved quickly from copy execution into something more strategic: designing and implementing a structured, scalable DTC copy system that could improve speed, consistency, and cross-team alignment without sacrificing creative quality.

The goal was to build a content infrastructure that could grow with the business: not just solving today's bottlenecks, but preventing tomorrow's.

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Approach

I approached the challenge in layers, addressing both output quality and the operational systems that support it.

A. Standardising How Copy Is Requested

I introduced copy briefing templates to standardise inputs across teams, reducing the volume of incomplete or ambiguous briefs. I defined distinct request types: campaign, BAU, and urgent, to set clear expectations around prioritisation and turnaround. SEO, localisation, and channel requirements were embedded directly into the briefing process, ensuring all necessary context arrived upfront.

Outcome: Fewer revision rounds. Cleaner inputs. Less wasted time.

B. Designing the Copy Workflow

I built a DTC Copy Operating Model covering the full content journey: briefing, routes, direction, refinement, approval, delivery. Key features included a 2-3 route framework for initial concepts, a single decision-maker model to eliminate stakeholder bottlenecks, and structured feedback loops that encouraged directional decisions rather than endless iteration.

Outcome: A process with clear stages, owners, and exit points.

C. Building Brand and Tone Consistency

I developed a DTC Style Guide and a multi-brand Tone of Voice system covering all three brands: Shark Home (confidence-led, functional), Shark Beauty (effortless, real-life), and Ninja (bold, expressive). A 'Tone in Action' library with real examples brought the framework to life for writers, reviewers, and stakeholders alike.

Outcome: Consistent brand voice across channels, markets, and teams.

D. Supporting Global Scale

I built localisation and adaptation guidelines designed to reduce friction at the translation stage. Copy was written to be translation-ready from source, accounting for character limits, cultural nuance, and local market review timelines.

Outcome: Faster, smoother localisation with fewer downstream corrections.

E. Delivering Campaign Copy

Alongside system work, I contributed to campaign copy routes and copy banks supporting seasonal campaigns, including Q2 wrappers, Mother's Day, and Game Day activations. The challenge was balancing creative ambition with operational constraints.

Outcome: Campaign copy that was both on-brand and ready to scale.

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Challenges

Several structural tensions made this work genuinely complex. These are worth naming clearly, because they reflect the reality of content operations in high-growth environments.

- Ownership gaps: feedback came from many directions without a clear final decision-maker
- Urgency culture: a high volume of 'urgent' requests consistently disrupted planned workflow
- Diluted direction: multiple reviewers at the same stage produced conflicting, overlapping notes
- Speed vs quality pressure: the business needed to move faster, but faster without structure just creates faster problems
- AI without governance: early adoption of AI tools introduced new quality risks without clear frameworks for how and when to use them

Key insight: Without a strong system, increasing speed simply creates faster inefficiencies. Content problems are often system problems, not just copy problems.

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Outcome

Within a short tenure, I established a clear foundation for how DTC copy should operate at SharkNinja:

- A structured DTC Copy Operating Model, from brief to delivery
- A multi-brand Tone of Voice system with practical guidance and real examples
- Briefing templates and request frameworks adopted across teams

- Localisation guidelines that reduced friction in translation workflows
- Campaign copy infrastructure including wrappers and copy banks
- Improved cross-functional clarity on process, standards, and decision-making
- A responsible framework for integrating AI into the copy workflow

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Key Insight

This experience reinforced a principle that shapes how I approach content work:

The future of content is not just faster generation. It's the combination of AI, process, and brand governance working together.

AI can accelerate idea generation, first drafts, and content scaling. But it still requires strong inputs, human judgment on tone and brand, and structured workflows for approvals and localisation. The tools change; the need for rigour doesn't.

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Role Evolution

This role evolved significantly from its original scope. What began as copy execution became something much broader:

Started as	Became
Writing copy across DTC channels	Designing how copy operates at scale
Responding to briefs	Defining how briefs should work
Delivering to deadlines	Building the systems that make deadlines achievable
Working within a process	Designing the process itself

This is the work I want to keep doing: operating at the intersection of creative quality, operational rigour, and strategic thinking.