

Senior Copywriter • Marketing Specialist

EXPERTISE

Branding • Multimedia Copywriting: Print, Digital, Audio, Video, Marketing, Advertising, Social Media, SEO/SEM • Content Management • Creative Direction • Project Management
Marketing Leadership • Press Releases • Sales Collateral • Newsletters • Editorial

PROFESSIONAL EXPERIENCE

MARKETING AND EDITORIAL WRITER, 2008 to present

Marketing Consultant and Freelance Writer

Partner with business and agency clients to help meet marketing and branding goals using a variety of media. Develop and write clear, concise, and creative marketing and sales copy that supports brands, motivates consumers, and moves products.

- » Provide creative strategy, direction and copy for projects ranging from websites, landing pages, microsites, ecommerce sites, and social media campaigns to print ad campaigns and sales collateral. Craft press releases, business-to-business articles, newsletters, and professional/business profiles. Write health and business articles for local publications and a national syndicate.
- » Past and present clients: JPL Creative, The Patriot-News/PA Media, Newsletters Ink, CTW syndicate, Journal Media, Mind Streams Education Marketing, WEGO Health Marketing, Air Marketing, Meeting Professionals International, The Spinal Specialists, Hope Springs Farm, Pennsylvania Builder's Association, Knee Bouncers, WiiShopExpress

MESSIAH COLLEGE, 2013 to present

Graduate Programs Marketing Specialist

Marketing specialist and copywriter for Messiah College, a nationally ranked college. Work with administration and faculty to develop and implement marketing and advertising communication strategies for the college's graduate and non-traditional programs. Concept and write program websites and microsites, advertisements, email campaigns, social media campaigns, radio spots, video scripts, and Internet marketing campaigns. Provide creative direction for photo and video shoots. Work with SEM vendor to create effective local online marketing and retargeting campaigns.

- » Collaborated with web communications team to re-write and re-design graduate program web pages to be responsive and SEO optimized; developed corresponding program microsites to effectively streamline messaging, track campaigns, and place users into a communications funnel with the intent of raising applications and admissions.
- » Initiated and wrote a graduate student and alumni survey to learn how past and present students researched graduate schools and gauge how, when, and where these individuals used media.
- » Developed strategy and content for a 12-month email communication flow tailored to program inquiries in various stages of the communications funnel.

PROFESSIONAL EXPERIENCE CONTINUED

CAPITAL AREA INTERMEDIATE UNIT, 2011 to 2018

Contract Communications Specialist

Provided communications, marketing, and public relations services to the CAIU, an educational organization that supports 26 school districts and many private schools in central Pennsylvania. Wrote and distributed press releases. Created social media editorial calendar and generated content.

- » Wrote and distributed press releases and advisories about the charter status of the Capital Area School for the Arts, which was initially rejected and a week later accepted, that generated positive local coverage of the school's transition.

HAAN CORPORATION, 2011 to 2012

Contract Senior Copywriter

Conceptualized and wrote copy that re-branded and showcased a new product line and design for an industry-leading steam-cleaner company. Created copy for the website, multiple ecommerce websites, sales catalog, print ads, point-of-purchase materials, trade-show banners, user manuals, and product packaging. Wrote press releases and compiled media contact lists.

- » Developed a social media plan that included Facebook, Twitter, Pinterest and a company blog to educate consumers about the benefits of steam cleaning and build a positive and engaging relationship with current Haan owners.

THE PATRIOT-NEWS, 1998 to 2008

Marketing Coordinator and Copywriter

Developed advertising and marketing campaigns for award-winning news provider to promote products and brand using print, billboard, Internet, direct mail, and radio. Led the creative direction and wrote copy for all projects. Recruited and supervised freelance writers and photographers. Designed weekly feature pages and special niche sections of the paper.

- » Won 1st Place in the 2007 PNA Newspaper of the Year Awards in the Marketing and Promotion category.

EDUCATION

Penn State University, BA in Communications

ADDITIONAL TRAINING

Ruffalo Noel Levitz SEO and content writing training

SOFTWARE AND TECHNOLOGY

Adobe Creative Suite, Microsoft Office, CMS (Wordpress, Sitefinity, Jadu)