

## Senior Copywriter • Marketing Specialist

### EXPERTISE

Multimedia Copywriting: Print Advertisements, Digital Ads, Audio Spots, Video Scripts, Website Content, Blog Copy, Social Media Content, SEO/SEM Strategy • Creative Direction Marketing Project Management • Press Release Writing and Distribution • Newsletter Writing and Management • Editorial Writing

### 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 including websites, landing pages, microsites, ecommerce sites, social media campaigns, print ad campaigns and sales collateral. Create 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 UNIVERSITY, 2013 to present**

##### **Graduate Programs Marketing Specialist, part time**

Marketing specialist and copywriter for Messiah University, a nationally ranked university. Work with administration and faculty to develop and implement marketing and advertising communication strategies for the university's graduate programs. Conceptualize and write program websites, microsites, landing pages, advertisements, email marketing campaigns, email sales funnel 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. Consistently met marketing recruitment goals, even through the pandemic.
- » 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 data-driven, 12-month email communication flow tailored to program inquiries in various stages of the communications funnel.

## PREVIOUS EXPERIENCE

### CAPITAL AREA INTERMEDIATE UNIT

#### 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 a social media editorial calendar and generated social media 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

#### 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 and potential Haan owners.

### THE PATRIOT-NEWS

#### Marketing Coordinator

Developed advertising and marketing campaigns for award-winning newspaper to promote products and brand using print, billboard, Internet, direct mail and radio. Designed weekly feature pages and served as editor for more than 20 niche advertising sections of the paper. Recruited and supervised freelance writers and photographers.

- » Won 1st Place in the 2007 Pennsylvania News Media Association Newspaper of the Year Awards in the Marketing and Promotion category.

## EDUCATION

Penn State University, Bachelor of Arts in communication

## ADDITIONAL TRAINING

Ruffalo Noel Levitz SEO and content writing training

## SOFTWARE AND TECHNOLOGY

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

## SUBJECT-MATTER EXPERTISE

Health and fitness, primary/secondary education, higher education, home and garden