

Mature professional with extensive experience composing and editing engaging B2B and B2C marketing copy, educational and training content, film reviews, and creative fiction. Dynamic leader with a natural ability to coach and mentor colleagues, employees, and students to achieve maximum potential. Collaborative communicator continually focused on building top-performing teams and developing comprehensive communication approaches that drive positive change and enhanced profitability.

Areas of expertise

- ✓ Copy Editing, Writing, Proofreading
- ✓ Project Management; Leadership
- ✓ HTML, CSS, WordPress
- ✓ Instructional Design, E-learning
- ✓ Training, Coaching, Teaching
- ✓ Google Docs, MS Office
- ✓ Screenwriting; Script Analysis
- ✓ Personnel Management, Team Building
- ✓ Workfront, Jira, Basecamp, Trello
- ✓ AP Style
- ✓ Entertainment Venue Management
- ✓ Amazon.com Seller Central

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EXPERIENCE

FREELANCE CLIENTS • Cyberspace • 2000 – Present

COPYWRITER, COPY EDITOR, PROOFREADER

- Blog writer for Lock Paper Scissors: Compose high-energy blog entries for a provider of do-it-yourself escape game kits
- Copy editor for CrowdSource: Managed two branded content hubs; edited blogs, white papers, and other web content for publication; oversaw a team of five freelance writers
- Copywriter for a startup online merchant: Composed micro-content, webpage copy (page content, titles, and meta descriptions for static pages), marketing emails, and SEO content
- Copywriter for MR²: Composed regular blog entries and website copy for multiple clients
- Writer and editor for Purple Sheets Publishing: Provided complete rewrite of a 300 page novel with a focus on story structure and unique character voice while maintaining the author's original intent
- Copywriter for a professional storyteller: Composed professional biography, program descriptions, and marketing materials for promotional website; collaborated with client to develop original children's stories based upon traditional Mother Goose rhymes, fairy tales and historical legends

NOWESCAPE • Estonia (remote) • 2016 – Present

A startup developing an online booking system for escape room owners around the world

SOCIAL MEDIA MARKETING MANAGER

- Find and share relevant content via social media channels to increase awareness; monitor engagement and adapt strategies as necessary
- Write and edit website content with a focus on SEO; format and publish content via WordPress
- Add copy to stock photos to create featured images for blogs and social posts
- Moderate audience-generated communications on website and social media accounts
- Research escape game facilities around the world for future Nowescape initiatives

WEISSMAN DESIGNS FOR DANCE • St. Louis, MO • 2016 – 2017 (temp contract)

Manufacturer of costumes and classwear serving dance studios and students around the world

CREATIVE MARKETING ASSISTANT

- Temporary contract position providing copywriting, editing, proofreading and data-entry support
- Assisted in adding ~1,000 products to the Amazon.com platform by writing descriptions and corresponding bullet points, auditing listings for accuracy, and correcting content and image issues within the Amazon.com Seller Central platform
- Collaborated with merchandising and technical departments to write accurate and compelling product descriptions for online and print-catalog publication; entered and updated product data within proprietary CMS
- Composed B2B and B2C promotional messaging and email copy
- Revised website page titles and meta descriptions for SEO

ANSWERS.COM • St. Louis, MO • 2016*A digital content publisher***COPY EDITOR**

- Reviewed, revised, expanded, and optimized articles in proprietary CMS for publication on the web
- Confirmed that titles, content, and images adhered to social media channel guidelines for paid ads
- Wrote original articles on trending topics and attached relevant photos with acknowledgements
- Consistently adapted to evolving strategies and met deadlines in a fast-paced environment

ONESPACE • Swansea, IL • 2015 – 2016*A startup that provides enterprises solutions for completing large initiatives at scale***SENIOR CONTENT STRATEGIST**

- Provided direction, writing, and editing for content marketing initiatives
- Developed editorial calendar and launched blog initiative for new brand; formatted and published blog and other website content via WordPress
- Planned and executed completion of collateral, including white papers, infographics, case studies, sales decks, social media posts, PPC ads, landing pages, thought leadership posts, videos, and more
- Collaborated with graphic designer and front-end web developer to build new company website over the course of three weeks to meet rebrand launch deadline
- Created marketing department style guide; started process of evaluating, consolidating, and updating over 400 blog posts and other collateral to meet new brand standards

ZEIS GROUP • St. Louis, MO • 2012 – 2015*A full-service agency specializing in financial services marketing***CREATIVE ACCOUNT EXECUTIVE**

- Managed creative projects involving writing, editing, proofreading, and web development
- Collaborated with other account executives and art directors to ensure that multiple simultaneous projects were completed on time and delivered error-free
- Communicated with client project managers via email and in periodic meetings to build positive relationships and ensure client satisfaction
- Wrote and edited B2B professional brochures, quarterly journal articles, and promotional materials for the professional networking department of a Fortune 100 financial services company
- Composed targeted advertising copy for direct mail materials, brochures, print ads, conversion-optimized email campaigns, and microsites promoting insurance products to a variety of audiences
- Evaluated website design and functionality to help developers locate and correct potential user experience issues
- Performed website and email updates using stand-alone HTML and CSS, as well as a proprietary CMS

KAPLAN UNIVERSITY • St. Louis, MO • 2010 – 2014 (part-time)*A for-profit university offering more than 180 degree programs in today's fastest-growing career fields***ADJUNCT COMPOSITION INSTRUCTOR**

- Instructed first-year students in writing skills required to succeed both academically and professionally
- Participated in a blended learning platform that combined weekly face-to-face instruction with Kaplan's online course platform
- Developed lesson plans, created PowerPoint presentations and handouts, and delivered consistent encouragement and feedback to students regarding their composition skills
- Tutored students in English composition and HTML skills

EXPRESS SCHOOLS • St. Louis, MO • 2010 – 2012*A provider of online professional licensing training courses for the insurance and real estate industries***DIRECTOR OF COURSE DEVELOPMENT**

- Developed content, learning exercises, quizzes, and exams for online insurance and securities pre-licensing courses
- Supervised a team of 15 contract writers; communicated expectations, distributed and edited assignments, monitored project timelines, provided constructive feedback, and evaluated performance
- Interpreted state laws and translated legalese into accurate, student-friendly educational content

EDUCATION

Master of Professional Writing

CHATHAM UNIVERSITY | Pittsburg, PA

M.Ed., Instructional Design

AMERICAN INTERCONTINENTAL UNIVERSITY | Schaumburg, IL

BA, Film Studies

UNIVERSITY OF KANSAS | Lawrence, KS

Certifications & Training

Inbound Methodology, HubSpot Academy

Computer Programming Languages, Penn Foster

Proofreading & Copyediting, UniversalClass.com

Teacher Aide, Thomson Education Direct

Management, Far Cliffs Consulting & Marquette University