# Summary of Qualifications

Versatile **Senior Copywriter** with a passion for creating engaging content that supports strategic objectives and drives results. Creative thinker who enjoys collaborating with designers to deliver the right message at the right time. Experience in direct sales, marketing, advertising and corporate communications.

Copywriting and editing

Collaborating on the fly

Researching and interviewing

Proofreading

Brand assurance

Strong organizational skills

# Professional Experience

***Senior Digital Writer 2019-Present***

Strategic Education, Inc., Minneapolis, MN

* Drove content development for the Strayer University website redesign
* Stepped up to single-handedly support the digital team’s content needs
* Edited hundreds of web pages to ensure they were aligned with brand and style guidelines
* Worked closely with the content strategist to rebrand two websites during the COVID-19 crisis

***PMLP writer 2019-2020***

* Improved paid media landing pages with new and relevant content
* Wrote succinct and effective meta descriptions to boost page rankings
* Developed compelling call-to-action phrases and banners to engage web page visitors
* Collaborated with designers to present content in a mobile-first, UX-friendly fashion

***Content Creator 2017-2019***

Deluxe Corp., Shoreview, MN

* Created optimized websites for small businesses to help them survive and thrive
* Produced blog posts, social media content, infographics, videos and more to educate entrepreneurs
* Crafted landing pages to provide a deep dive of the company’s digital marketing products
* Conducted peer reviews to ensure content was accurate and on-brand

***Brand Writer and Freelance Writer for various clients 2016-2017***

* Developed a microsite promoting Hamline University’s new brand launch
* Crafted email campaigns, social media content, broadcast messaging and other communications
* Brought the brand to life with a compelling narrative about the Hamline campus community
* Reviewed content to ensure that it reflected the university’s brand story and voice

***Senior Marketing Catalog Copywriter 2013-2016***

TREND Enterprises, New Brighton, MN

* Produced and edited catalogs promoting educational products for children PreK to Grade 9
* Created packaging copy, radio spots, ads and POP displays to help retail partners boost sales
* Partnered with designers to create email marketing campaigns, product sell sheets and landing pages
* Conceptualized and created award-winning learning games and activity books

***Freelance Copywriter 2012-2013***

Companies and Agencies, Minneapolis, MN

* Interviewed superintendents and wrote stories about their experiences with schoolwires.com
* Conducted research on emerging food trends to create content for burgercravings.com
* Prioritized and delivered captivating copy for a multitude of projects on schedule
* Collaborated with Dr. Oz Wellness Warrior Bonnie Matthews to edit healthy cookbooks

***Copywriter, Corporate & Marketing Communications*** ***2010-2012***

Ameriprise Financial, Minneapolis, MN

* Produced training videos and online presentations for financial advisors
* Crafted social media posts to help financial advisors start conversations with potential clients
* Championed the brand and edited content to maintain consistency with the brand voice
* Distilled complex financial information into clear, concise and accurate messaging

# Education

**Bachelor of Arts Degree:** English Writing Intensive, **Minor:** Psychology

Marquette University, Milwaukee, WI