

CAMPBELL S. GILL

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EDUCATION

The University of Texas at Austin	Bachelor of Arts, English, Rhetoric and Writing Minor: Business Foundations, McCombs School of Business Overall GPA: 4.0	May 2022
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EXPERIENCE

Amplihigher – Freelance Copywriter; Austin, Tx June 2020 – Present

- Write hundreds of landing pages, blogs, emails, social media campaigns, and pieces of web copy for dozens of clients in diverse industries including banking, marketing, entertainment, real estate, healthcare, law, and construction
- Follow SEO best practices to produce optimized that content that helps clients rank highly for target search terms

Texas Association of School Boards – Communications Specialist Intern; Austin, Tx June – December 2020

- Supported communications efforts in the risk management department by collaborating with subject matter experts to write dozens of long-form blogs and technical documents covering insurance policies, educational work practices, and software tutorials
- Produced marketing materials such as emails, social media campaigns, and advertisements that sparked audience engagement and web traffic by as much as 300%
- Led an SEO initiative by performing analytical research, creating internal documentation, and reworking every page on the company website to follow SEO best practices

Goomba Stomp – Games Editor; Austin, Tx July 2019 – Present

- Write dozens of long-form articles, conduct interviews with major digital entertainment industry figures, cover media events, and host podcasts for an audience of more than 500,000 views each month
- Increase site traffic using social media promotion strategies on Twitter, Facebook, and Reddit and use SEO keyphrases to improve Google rankings, leading most articles to appear on the first page of Google results
- Manage an international team of more than 40 writers to coordinate coverage of digital products, copyedit articles to maintain a high level of detail and quality, research article topics, and communicate with PR companies

University of Texas at Austin - Writing Center Intern; Austin, Tx January – May 2020

- Worked collaboratively with consultants and consultants-in training on developmental writing strategies that are adjustable to the unique needs of each client
- Trained to become a consultant at UT Austin's Writing Center by learning methods of leadership, teamwork, and pedagogy to serve the writing needs of a diverse university community

VOLUNTEER EXPERIENCE AND ACTIVITIES

Gilbert and Sullivan Austin – Usher and Hospitality Assistant Summer 2015 – Present

- Encouraged engagement in local theater by welcoming visitors and assisting with community newsletters
- Greeted audience members, escorted them to their seats, sold concessions, and passed out programs

Austin Ridge Bible Church – Usher Summer 2015 – January 2017

- Welcomed visitors and congregation members, passed out flyers and communion plates, and cleaned and prepared church before and after services

HONORS AND AWARDS

English Honors Program	Summer 2019 – Present
Member of Phi Theta Kappa Honors Society	Spring 2018 – Present
Recipient of Austin Community College's President's Honor Award	Fall 2017 – May 2019

ADDITIONAL INFORMATION

Computer Skills: Proficiency in MS Office and Google Suite, WordPress, Emma, Canva, Buffer, Kentico

Languages: Intermediate Fluency in Spanish