

LEONIE A. DENNIS

COMMUNICATIONS SPECIALIST

CONTACT

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EDUCATION

BS in Marketing

William Paterson University of New Jersey

September 2000 - May 2004

HubSpot/LinkedIn Courses

Content Marketing, HTML Essential
Training, Vizio 2019 Essential Training

Dec 2019 - Present

SKILLS

Copywriting, Content Strategy,
Editing, Proofreading, Fact-Checking,
Interviewing, Public Speaking, SEM
Brand Voice, Competitor Analysis
Digital Marketing, Email Marketing,
Social Media Marketing, Canva
Microsoft Office, G Suite, Adwords,
JIRA, Asana, Slack, BridgtEdge SEO,
Camtasia, SharePoint, Basic HTML
Document Markup, Adobe Acrobat

INTERESTS

Living in a tiny house for a week to test my
comfort level; traveling more to broaden
my world view

PROFESSIONAL ACTIVITY

StoneBridge Toastmasters Club,
Member and Secretary
March 2014-April 2015

COMMUNICATIONS SPECIALIST SUMMARY

- Working with marcom teams on digital campaigns to optimize content based on trends and insights, increase web traffic, and enhance lead generation
- Developing content strategies for appropriate distribution channels using competitive analysis, audience personas, and industry research
- Using content management systems to audit content and track SEO performance
- Creating executive bios, e-learning courses, and internal communications
- Collaborating with SMEs to align content objectives with value proposition, brand voice, best practices, compliance policies, and regulatory guidelines

WORK HISTORY

COMMUNICATIONS CONSULTANT

Leonie A. Dennis / 07/2019-Present

- Collaborate with SEO analysts to develop content strategies and write content for HealthCare.com, HealthCare.org, and MedicareGuide.com
- Complete marketing research projects for U.S. and international clients

COPYWRITER II

HealthMarkets — North Richland Hills, TX / 06/2016-07/2019

- Created B2B and B2C lead-generation content for multiple channels, including landing pages, websites, social media, email, print collateral, video, and paid ads
- Supported HR with internal communications for upcoming events
- Collaborated with Marketo specialists to create B2B/B2C personalized emails for nurture and drip campaigns
- Optimized email subject lines, preview text, body copy, and call-to-actions based on open rates and click-through rates
- Optimized SEO articles, social posts, and paid ads using metrics sourced from content management systems, Google Analytics, and insight tools
- Researched statistics, trends, and consumer insights to include in content
- Collaborated with UI/UX designers on content design for websites and eCommerce platforms

FREELANCE CONTENT WRITER/EDITOR

Study.com & CopyPress, Inc. — Remote / 11/2010-06/2016

- Wrote and edited study guides on elementary through college-level subjects for Study.com's database of 70,000+ lessons
- Created and edited product descriptions and travel review content for major CopyPress clients, including Macy's and Hipmunk.com

COPYWRITER

United American Insurance Company — McKinney, TX / 10/2013-04/2015

- Wrote B2C copy for health insurance LOBs, employee communications for intranet sites, and webinar and email content for agent recruiting
- Wrote internal communications for agent portals, which include announcements on technology updates, rate changes, and contests
- Created e-learning courses for insurance producers and internal employees
- Interviewed SVPs to gather information for corporate bios