

Leslie McCollom

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Education *Syracuse University, Bachelor of Fine Arts in Printmaking, 2006*

Employment/ Recent Projects

Copywriter *KinderCare Education*
September 2016-Present

- Writing all manner of B2B and B2C copy for one of Oregon's largest privately held companies, including digital and print ad copy, web and email copy
- Crafting copy for internal communications sent to over 24,000 employees, as well as copy for external communications sent to families in over 1,700 centers nationwide
- Working with a creative team to produce sales tools such as brochures and sales decks

Content Strategist, Copywriter *Urban Airship*
May 2015-August 2016

- Editor and lead content strategist for corporate blog, from project and timeline management to working with subject matter experts, to proofreading and production
- Established and maintained brand guidelines and editorial standards as part of a company-wide rebrand
- Guided editorial strategy and calendar to align marketing campaigns with product launches and events
- Wrote, edited and produced lead-generating marketing materials of all types from conception to completion, including white papers, case studies, guides and webinar decks
- Wrote SEO-optimized product-related content for the corporate website

Content and Social Media Strategy Lead *Househappy*
June 2014-May 2015

- Guided content strategy and editorial calendar for tech start up
- Crafted and edited copy for blog, product, website and social channels
- Managed Twitter and Facebook accounts, engaged with industry influencers, consumers

Community Manager *Sparkloft Media - Social Media Marketing Agency*
April 2013-June 2014

- Content strategy and writing, brand strategy, social media management and strategy for Twitter, Facebook, Instagram and others. Campaign strategy and management, account management for Travel Oregon and other brands.

Teacher *New Day School*
December 2008-April 2013

- Taught children ages 2-6 and communicated classroom issues to parents
 - Provided office support, designed posters, displays and handouts
 - Wrote and edited copy for the organization's website
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Published Work **Author of the book PRESCHOOL GEMS**

Perigee/Penguin Books, 2012

Over the course of two years, I grew my Twitter account, @PreschoolGems, into one with 200,000 followers, and leveraged that popularity into a book that was published by Penguin Group USA on August 7th, 2012. I used creative marketing tactics to promote myself across social media platforms, and I grew my followers by providing unique, entertaining content. Over time I have accrued many influential Twitter users among my followers who have helped me reach a wider audience.

Preschool Gems has been featured by Oregon Public Broadcasting, Huffington Post, The Christian Science Monitor, BuzzFeed, Reader's Digest and O, The Oprah Magazine.