

# ELIZABETH DEAMICIS

SEO | Copywriter | B2B Content Marketing | E-Commerce | Creative Strategy

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Seasoned innovative storyteller with 10+ years of professional and freelance experience. Mastery of developing original digital marketing copy for major vendor and seller Business-to-Business platforms. Supervising content team leader proficient in executing SEO, blog, technical, and research copywriting. Contributed to frequent interdepartmental collaborations with creative and marketing in order to successfully establish and optimize brand identity, ensuring unique personalized client experiences, boosted customer engagement, and effectively increasing website traffic and growing sales.

## SKILLS

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**Business:** E-commerce, Copy Writing/Editing, Competitor Research & Analytics, PDP Web Design, Proofreading, Content Strategy, B2B and B2C, Client Engagement, Digital & Social Media Marketing, SEO and SEM, On-boarding/Supervising, Blogging, Data Entry, Account Management, KPIs, Link Building, A/B Testing, CTAs, Value Props, Website Performance, Customer Relations

**Technology:** Keyword Tool iO, Helium 10, WordPress, Salsify, NetSuite, Google Workspace, Microsoft Office, Monday.com, SEMRush, Jungle Scout, MailChimp, Merchant Words, Lastpass, Shopify, Bloggle, Moz, Google Ads, Noogata, Bynder, Facebook, Twitter, Pinterest, Instagram, Tumblr, YouTube, Tik Tok, Threads

## PROFESSIONAL EXPERIENCE

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**SEO Copywriter** — *mDesign Home Decor*

*Remote*

*May 2021-November 2023*

- Managed tailored long-form and A+ B2B content for Amazon, Walmart, eBay, Target, Urban Outfitters, Macy's, West Elm, Nordstrom, Home Sort, and Bloomingdales. Strategized SEO-specific marketing copy for the home organization lifestyle.
- Coordinated with a team of 3 to successfully deliver brand voice copy for the premiere of 300 SKUs for the Nate Home by Nate Berkus Premium + Core signature collections.
- Created and implemented engaging product-focused blog posts, CTAs, value propositions, newsletters and e-mail promotions. 2023 Q3 campaign attributed revenue totaled \$90,000.
- Revised SEO listings to re-launch 120+ low selling and discontinued products for both Amazon and eBay EU/US catalogs.
- Collaborated with Marketing in the A/B testing and PDP implementation of 1,600 products on Shopify. Updated content increased organic site traffic by 13%.

**Creative Director (Freelance)** — *DeAmicis Studios*

*Milltown, NJ*

*October 2020-Present*

- Independent contractor for a 40+ year-old family owned and operated art studio. Adept at streamlining company operations by expediting retail and wholesale orders and redefining promotional programs.
- Managing the brand voice and overall aesthetic for DeAmicis Studios.
- Implementing compelling marketing plans designed to increase website traffic. Customer and gallery engagement has resulted in 25% growth in sales.
- Analyzing the company catalog to target and execute SEO-focused content, enhanced product images, updated pricing, and purchase options for a future website re-design.
- Establishing a schedule to fully convert a brick-and-mortar business plan into an efficient E-commerce model with consistent promotion across social media platforms.

**E-Commerce SEO Content Writer** — *Home City Inc.*

*Edison, NJ*

*July 2018-May 2021*

- Supervisor for Content Management Team - managed 10 direct reports working across a range of writing or editing projects. Handled extensive product catalogs and managed tight deadlines while providing clear objectives, guidance and interdepartmental collaboration.
- Spear-headed onboarding for Kohl's, Target, and Home Depot in Q4 of 2020 resulting in a 20% increase in marketplace sales.
- Led B2B vendor drop-ship, retail, seller, and wholesale accounts for content, marketing, and product submission.

- Maintained detailed, ever-changing product knowledge to write enticing high-level digital SEO copy for home decor textiles including hardware, curtains, area rugs, towels, bedding, and robes.
- Specialized in creating unique optimized content for E-commerce marketplaces to target specific customers from Amazon, Overstock, Walmart, Wayfair, eBay, Shopify, Houzz, Sears, Macy's, Boscov's, Fingerhut, Rue La La, Hayneedle, and Groupon.

**Staff Writer** — *Verblio*

*Remote*  
*May 2018-July 2018*

- Researched and composed original pieces of 300+ words on diverse topics related to an individual company's core requirements for publication and distribution.
- Identified trends and brought them to life in an engaging way, focusing on pet care, wedding customs and traditions, travel and seasonal attractions, and DIY skincare.
- Won 67% of 8 freelance writing jobs becoming a level 2 writer in the span of 2 months.

## **INDEPENDENT PROJECTS**

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**Managing Owner (Freelance)** — *e.Antoinette Reading*

*Remote*  
*March 2014-Present*

- Manage and produce posts for *e.Antoinette Reading* to promote enthusiasm for literacy and reading. Topics range from book reviews, author promotions, reading recommendations, bookish travel, page-to-screen adaptations, and bookstore hauls.
- Distinguish a voice among the vast book community over the past 10 years that celebrates a love of the written word with an organic audience growth of over 10,000 followers.
- Market, network, and promote an exclusive presence among numerous authors, readers, literary agents, bloggers, writers, and reviewers via individual social media outlets.

## **EDUCATION**

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**B.A. in English Literature** *cum laude* | Kean University

- Member of Sigma Tau Delta, International English Honor Society.

**A.A. in Education** | *Middlesex College*

- Specialized in Secondary Education

**A.A. in English Literature** | *Middlesex College*