

Becki Harrington-Davis

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SENIOR COPYWRITER

An experienced and versatile brand storyteller, I translate complex topics into accessible, multichannel messaging in order to raise brand awareness and motivate target audiences to action. Whether it's through media outreach, industry awards, customer case studies, or positioning executives as thought leaders, I specialize in creating content that raises the profile of mission-driven organizations.

EDUCATION

Master of Arts in Clinical Mental Health Counseling
Southern New Hampshire University

Anticipated January 2026

Master of Science in Applied Communication
Fitchburg State University

May 2016

Bachelor of Arts in Interdisciplinary Studies
Fitchburg State University

May 2007

PROFESSIONAL EXPERIENCE

Senior Content Marketing Manager
CareAcademy

August 2021-January 2024

- Wrote copy and led content strategy for a health care technology startup, creating a wide variety of content for lead generation, sales enablement, conversion rate optimization, and brand awareness
- Led multichannel content development including case studies, blog posts, website copy, and sales collateral, adjusting brand voice for different audiences (investors, reporters, customers, prospects, and end users)
- Wrote executive communications to position CEO as a healthcare thought leader through LinkedIn posts, responses to media, prospect and customer emails, and press releases
- Achieved an average 40% email open rate
- Managed social media accounts including LinkedIn, Facebook, TikTok, and X (Twitter)
- Led webinar strategy, promotion, and execution, achieve a 50% registration-to-attendance rate
- Led PR strategy, growing the company's reputation as a category leader and achieving top-tier coverage on Inc., CNBC, and Bloomberg TV, as well as health care industry media
- Submitted award entries, achieving recognition including the Inc. 5000, Inc. Best in Business, Rock Health Top 50, EY Entrepreneur of the Year, Goldman Sachs' Most Exceptional Entrepreneurs, and Boston Globe Tech Power Players
- Leveraged customers and company leaders as spokespeople for sponsored and earned media coverage
- Reported on media coverage, brand awareness, and share of voice, beating out larger competitors

Marketing Manager, Content and Publicity
Lexia

December 2018-July 2021

- Led communications strategy and execution for an established B2B education technology company
- Wrote customer case studies, testimonials, blog posts, and social media content, tailoring content to various audiences
- Increased social media following 44% and engagement rate 153% in one year
- Developed press releases, bylined articles, and award submissions, positioning the company as a category leader
- Worked cross-functionally to identify and leverage customer advocates for PR opportunities and marketing assets
- Scaled customer story content creation 10x by pivoting from print to user-generated video

Senior Marketing and Communications Manager
Learning Express Franchise Office

May 2015-December 2018

- Wrote copy for blogs, press releases, print and online catalogs, brochures, radio ads, emails, product videos, and executive communications
- Led social media strategy and execution, creating daily social media content for Facebook, Twitter, Instagram, and Pinterest for both corporate and location-specific social media accounts
- Led PR strategy and execution, launching press releases and pitching media to announce store openings, changes in ownership, and promoting events
- Managed corporate responsibility partnerships, locating nonprofit partners and donating thousands of dollars in toys annually
- Trained franchise locations on local marketing strategies

Director of Communications

September 2014-May 2015

Cambridge Community Foundation

- Led marketing, PR, and donor relations for a nonprofit organization
- Launched social media marketing strategy
- Created marketing assets for fundraising campaigns
- Led communication strategy for Executive Director transition

Editorial Project Manager

July 2012-August 2014

R.R. Donnelley

- Managed 10-15 client accounts for a B2B multichannel marketing communications company
- Consulted with clients in healthcare, retail, fashion, automotive, small business, real estate, and local news industries to determine and fulfill content needs
- Managed a team of more than 100 freelance writers and editors to produce a wide variety of content and ensure timely workflow
- Developed copy for internal communications, website, and case studies

News Editor

October 2009-June 2012

Gannett (formerly GateHouse Media New England)

- Managed editorial content for weekly newspapers, ensuring timely production
- Met weekly deadlines with original reporting on local news in assigned coverage area
- Reported on-site at local events, meetings, elections, and breaking news situations
- Curated and edited press releases and content from freelance writers, interns, and community members
- Managed social media presence, increasing Facebook audience 300% in one year
- Earned Honorable Mention for education reporting from New England Newspaper and Press Association

VOLUNTEER EXPERIENCE

Crisis Counselor

April 2022-present

Crisis Text Line

Culture Committee Chair

April 2022-September 2023

CareAcademy

SKILLS

Public Relations	Copywriting	Media Pitching
Executive Communications	Crisis Communications	Award Submission
Corporate Communications	Internal Communications	Strategic Communications
Press Releases	Case Studies	Brand Reputation
Social Media	Relationship Building	Copyediting
Content Development	Brand Voice	People Management

LINKS

Writing Portfolio: beckiharringtondavis.com
 LinkedIn Profile: [linkedin.com/in/beckiharringtondavis/](https://www.linkedin.com/in/beckiharringtondavis/)