

WYNTER HOLDEN

SKILLS/TOOLS

Content Creation, Briefs, Digital Marketing, Editing, Copywriting, Campaigns, Communications, Advertising

MS Office, SEMRush, Basecamp, Asana, Workfront, Shopify, AP style, DAM, Wordpress, Compliance, Google Analytics, Shopify Analytics, Grammarly AI, Copy.ai, and the Oxford comma

EXPERIENCE

10/2022 to Present *KraftHeinz* ([Primal Kitchen](#))

Senior Copywriter

I'm currently responsible for creating original content, optimizing existing content, and editing new and existing copy across all print and digital channels for a specialty lifestyle food brand under the KraftHeinz umbrella, as well as growing and maintaining our brand identity.

- Ideating, writing, and publishing educational content and recipe posts for the primalkitchen.com blog
 - Wrote and published 50+ original content pieces and optimized more than 125 existing blogs for SEO, resulting in a 99% YoY increase in organic search
- Authoring product descriptions, website content, recipe blogs, ads, emails (40%+ open rate), social media posts, YouTube descriptions, podcast blurbs, and scripts
- Brainstorming and ideation of brand content and copy
- Edit existing content and serve as a sounding board for other content partners
- Work with legal and regulatory teams for compliance with complex product claim language
- Collaborate with social team, influencer team, and other content developers to ensure copy is accurate and on-brand

2/2022 to 11/2022 [Sprouts Farmers Market](#)

Marketing Content Manager

I supervised a small content team and created unique and original branded content in a fast-paced, weekly, deadline-driven marketing department for a nationwide premium grocery retailer with \$6.4B in annual revenue.

- Served as the primary guide for brand voice and in-house editorial style
- Maintained consistency across platforms for a seamless omnichannel experience

- Developed and authored in-store content and signage, as well as written educational content for 100+ food and wellness brands
- Responsible for writing, editing, and/or approving all branded content including weekly and monthly ads, Find a New Favorite program, digital and social paid ads/owned content, web, seasonal and more
- Partnered with other brand managers, merchandising and department managers to ensure all content met company goals and brand voice remained consistent

5/2016 to 2/2022 [Desert Financial Credit Union](#)

Senior Copywriter

Originally hired as an independent contractor and later rehired and promoted to a senior role, I was responsible for the high-level development, creation and execution of print and digital marketing content in an in-house agency environment at the largest financial institution in Arizona with over \$8B in assets.

High-production department with 300+ individual deliverables completed monthly. *Employment dates: 5/2017–5/2018 (Copywriter), 2/2018–2/2022 (Senior Copywriter)*

- Lead writer on major campaigns and projects including:
 - Free Checking & A Better Way: 97k clicks, 62k form completions
 - Onboarding: 47% email open rate, 5.25% CTR; 75% module 1 completion rate
 - Paid4 Sweeps: generated \$11M in approved auto refinance loans; 49% conversion rate
 - Love My Home: 31% increase in loan applications and 67% increase in approvals
 - Pay 4 My Mortgage: 61% conversion rate; over 1800 mortgage leads
 - News & Knowledge: SEO blog content and editing; increased web traffic 3x
- Developed video scripts, educational content and more for key projects including Desert Financial's all-employee conference and a Free Checking commercial with more than 1.4 million views
- Assisted with renaming and rebranding from Desert Schools to Desert Financial
- Authored employee culture deliverables including handbook, video scripts and comic strip
- Mentored and edited junior writers; hosted brainstorming sessions and presented creative pitches to management
- Provided daily social media content and created monthly social calendar; conceived and implemented an updated quarterly newsletter that won a CUNA Diamond Award
- Edited and optimized blog content for organic search, with articles regularly rating between 9.5 and 10 out of 10 on SEMRush

5/2017 to 2/2018

[Commit Agency](#)

Senior Writer

In a traditional agency environment, I created and delivered SEO content for hospitality, healthcare, lifestyle, and travel clients in a high-traffic digital marketing agency.

- Originated and implemented new department procedures that led to delivering 100% of agency blog content on time
- Edited weekly contributions from junior writers, aided content team in mentoring and onboarding content coordinators, assisted in the creation of monthly editorial calendars for all blog content
- Authored up to 60 long-form content pieces per month

PROFESSIONAL FREELANCE CONTRACTS

9/2012 to 1/2024 [PHOENIX Magazine](#) and [Phoenix Home & Garden](#)

Contributing Writer

- Conducted thorough research, interviewed sources and authored human interest pieces on high-profile locals, events, and other subjects ranging from major medical advances to travel, adventure, and entertainment
- Specialized in producing restaurant industry reviews, cocktail columns, and innovative content for food and culture blogs over a period of 3 years
- Provided cover story content including the Real Estate Guide, Top Docs, and the annual 52 Weekend Adventures and Summer Getaways issues

8/2005 to 7/2012 [Phoenix New Times](#) (Village Voice Media)

Contributing Writer

- Authored 1000+ individual blog posts for publication with a combined online/print circulation of 1,300,000+, including online articles with 10,000+ web hits
- Authored preview articles for the Events Calendar section, art and restaurant reviews, seasonal entertainment guide content and a weekly dining e-newsletter with 3,000+ subscribers
- Contributed to the highly visible annual Best of Phoenix guide; proofread and fact-checked 2008 and 2009 issues

Night & Day Editor

- Responsible for writing weekly content and sourcing, hiring, and editing a staff of 8-10 freelance employees.
- Extensively researched upcoming events and coordinated the procurement of images for publication
- Authored daily blog posts, maintained the online Entertainment Calendar and photographed events and subject matter on location

EDUCATION

Master of Liberal Studies – Creative Writing
Arizona State University, 4.0 GPA

Bachelor of Arts – Psychology
State University of New York at Fredonia

AWARDS

- 2021 American In-house Design Awards – Writer
- 2021 Viddy Awards (2) – Video Script
- 2020 AVA Digital Awards – Video Script
- 2020 Videographer Awards (2) – Video Script
- 2019 Hermes Creative Awards (5) – Lead Writer, campaigns

- 2019 CUNA Diamond Awards (4) - Lead Writer, campaigns
- 2019 AVA Digital Awards - Video Script
- 2012 Pandora Festival of Arizona Women Playwrights, Juried Participant
- 2010 Arizona Press Club Award - Blog Contributor, Chow Bella

PORTFOLIO LINK

Writing samples available at:

wynterholden.journoportfolio.com