

WYNTER HOLDEN

PROFESSIONAL EXPERIENCE

10/2022 to Present [*Kraft Heinz \(Primal Kitchen\)*](#)

Senior Copywriter

Create, edit and optimize original content across all print and digital channels for a natural CPG brand owned by Kraft Heinz; grow and maintain brand voice.

- Content strategy, ideation, SEO, writing, and publishing educational content and recipe blogs:
 - Developed 195+ original content pieces
 - 3.4M blog page views in 2024, a 43% YoY increase
 - Optimized 250+ blogs, resulting in a 99% YoY increase in organic search
- Authoring product descriptions, website content, ads, email communications (40%-70% avg. open rate), social media posts and more
- 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 10/2022 [*Sprouts Farmers Market*](#)

Marketing Content Manager

Supervised a small content and communications 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 communications and signage, as well as written educational content for 100+ food and wellness brands
- Responsible for writing, editing, and 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

Developed print and digital marketing communications in an in-house agency environment at the largest financial institution in Arizona, with over \$8B in assets. High-production fintech environment with 300+ individual deliverables per month.

- 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 a monthly social calendar; conceived and implemented an updated quarterly newsletter that won a CUNA Diamond Award
 - Edited and optimized Fintech 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

Created SEO-optimized content for hospitality, healthcare, lifestyle, and travel clients in a high-traffic digital marketing agency environment.

- Originated and implemented new department procedures that led to delivering 100% of agency blog content on time
- Edited weekly contributions from junior writers, aided the 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

9/2012 to 1/2024

PHOENIX Magazine/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
- 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

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

SKILLS & TOOLS

Content Creation, Briefs, Digital Marketing, Editing, Copywriting, Campaigns, Communication, Advertising, CPG, Startup Environment, FinTech
MS Office, SEMRush, Basecamp, Asana, Workfront, Shopify, AP style, DAM, WordPress, Compliance, Google Analytics, Shopify Analytics, Grammarly AI, Copy.ai

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 are available at:

wynterholden.journoportfolio.com