

TONI SCHWARTZ

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SUMMARY

Prolific and eagle-eyed editor and wordsmith with over a decade of experience in digital and print copy. Content experience includes social media marketing copy, printed marketing material, blog posts, webpage content, and email marketing copy.

WRITING EXPERIENCE

CONTENT WRITER, CONSUMER MARKETING

Securly (via 24 Seven)

March 2019 – September 2019

- Crafted record-breaking emails that increased conversion rates 2-4X during historically low summer season.
- Acted as go-to proofreader/editor for B2B, B2C, and social media teams.
- Conducted competitive data analyses of product features for both B2B and B2C teams.
- Created and streamlined online content including landing pages and knowledge-based articles.
- Wrote content for high-profile integrated marketing campaigns including Back-to-School and Mother's Day.
- Developed and edited content for Facebook ads.
- Composed IT-facing content for B2B team that included one-pagers, newsletters, and quarterly impact reports.
- Crafted push notifications for parent-targeted app that included user tips and ads for hardware product.
- Conceived and wrote SEO-friendly articles for company blog.
- Collaborated with other writers in developing company's editorial style guide to unify B2B and B2C voice.

FREELANCE COPYWRITER

Self-Employed

2018 – 2019

- Composed creative digital copy for small businesses.
- Created multiple web page content for various small businesses.
- Improved small businesses clients' online visibility via social media marketing copy such as Instagram and Twitter ads.
- Implemented SEO in blog posts and meta-descriptions to increase clients' web traffic.
- Copyedited and proofread 27,500- word client autobiography which achieved 4.5 star rating on Amazon.

FREELANCE COPYWRITER

Town Cats of Morgan Hill (cat shelter)

2017 – 2018

- Composed creative copy featuring cats' profiles for printed flyers.
- Updated pre-existing cat profiles from website onto flyers.
- About 40% of cats with flyers were adopted.

ASSOCIATE EDITOR

Technologytell

2010 – 2011

- Wrote, edited, and published video game-related articles.
- Interviewed video game developers, producers, and other notable industry figures.

STAFF WRITER

GameShark

2008 – 2011

- Wrote video game-related articles for website which had over 2.5 million monthly page views.

FREELANCE DIGITAL BOOK AUTHOR

Killer Guides

2009 – 2010

- Penned two digital, 100+ page strategy guides for highly popular, multiplayer online games.
- Customers who purchased strategy guide for the *Lord of the Rings Online* game rated it a 4.6 out of 5.

ASSISTANT GAMING EDITOR

Blogcritics Magazine

2008 – 2010

- Managed freelance writers for online newsmagazine with over 100,000 daily visitors.
- Penned a weekly series that highlighted lesser-known computer games.

WRITER

Blogcritics Magazine

2007 – 2008

- Wrote articles on video games, films, music, and books, several of which were selected for syndication to Boston.com and Cleveland.com.

FREELANCE COPYWRITER

Newegg

October 2006 – December 2006

- Composed marketing copy for product pages of \$2 billion online retailer.

EDUCATION

UNIVERSITY OF CALIFORNIA, LOS ANGELES

Bachelor of Arts in Psychology

ADDITIONAL FREELANCING EXPERIENCE

Penned articles for video game websites Ripten.com, GameOnn.com, and GoGamingGiant.com. Also wrote for eHow.com.