



ALLISON BATES

Senior Copywriter

CONTACT

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AREAS OF EXPERTISE

Long-form copywriting
Short-form copywriting
Content strategy
Content analytics
User persona mapping
Editing and proofreading
Branding
Brand management
Social media marketing
Search engine optimization
Project management
Research and fact checking
Art direction
AP Style

SUMMARY

I'm an accomplished copywriter with 15 years of experience creating engaging and effective messaging for a wide variety of audiences, channels, and purposes. I specialize in developing and managing content that strikes a balance between customer needs and business objectives, combining creative storytelling with data-driven strategy to achieve results.

RECENT EXPERIENCE

Copywriter

Burns Marketing | 2021-present

- Develop and execute high-impact marketing campaigns that enhance brand awareness, increase audience engagement, and drive sales for a roster of diverse clients in B2B and B2C organizations.
- Craft compelling, brand-aligned messaging that simplifies complex topics into clear and persuasive narratives.
- Successfully position clients as industry leaders by deeply understanding their markets, business goals, and target audience challenges.
- Consistently deliver high-quality content under tight deadlines, earning trust from clients and contributing to long-term partnerships.

Content Marketing Manager

Clear Choice Dental Implants Centers | 2019-2021

- Conceptualized and implemented a content calendar to ensure timely and relevant delivery of content to meet marketing goals.
- Developed content marketing strategies that increased followers and engagement on social media channels and drove website conversions.
- Collaborated with marketing, sales, and executive teams, as well as third-party vendors, to improve content marketing and cross-promotional initiatives.

INTERPERSONAL SKILLS

Creative problem solver
Proactive communicator
Highly collaborative
Adapts easily to change
Works well under pressure
Fast learner
Responds well to feedback

EDUCATION

University of South Florida

Master of Arts, Journalism & Media Studies

Florida State University

Bachelor of Arts, Theatre Arts

LINKS

[Portfolio](#)

[LinkedIn](#)

REFERENCES

Joy McKennon (former dept. head)
Senior Manager, Global Brand and
Creative Services, Terumo Blood and
Cell Technologies
Joy.McKennon@terumobct.com

Christine Pippin (former manager)
Global Creative Project Manager,
Terumo Blood and Cell Technologies
Christine.Pippin@terumobct.com

Kristen Solomon (former colleague)
Sr. Graphic Artist, Lockheed Martin
Kristen.Solomon@lmco.com

Senior Editor

MGMA | 2018-2019

- Developed high-quality, audience-driven content that strengthened MGMA's brand presence and influenced the healthcare marketplace.
- Expanded audience engagement through diverse content formats and platforms, with a strong focus on digital media and conference programming.
- Contributed to business growth by delivering insights that aligned content strategy with association objectives.

Senior Creative Writer

IBM Watson Health | 2015-2019

- As one of two full-time writers supporting company-wide marketing efforts, delivered high-impact content across multiple healthcare industry verticals.
- Partnered with marketing leaders to craft compelling case studies, product brochures, video scripts, research briefs, and multi-channel campaigns that drove engagement and business growth.
- Enhanced brand visibility through strategic web content, SEO-optimized copy, and attention-grabbing tradeshow materials.
- Consistently produced top-quality content under tight deadlines, contributing to the success of an internal creative agency model.

Content Marketing Specialist

Intermap Technologies | 2017-2018

- Played a key role in a full overhaul of the company's marketing approach, driving a shift toward a more cohesive and results-driven content strategy.
- Spearheaded the development and execution of a content marketing strategy that enhanced global marketing efforts and increased audience engagement.
- Created and revitalized high-impact content, including web copy, video scripts, social media posts, press releases, and case studies, contributing to stronger brand presence and lead generation