

Allison Bates

Senior Copywriter and Brand Storyteller

Castle Rock, CO 80104

allison.bates79@gmail.com

+1 720 454 6566

Senior-level copywriter, editor, and marketing professional with nearly 15 years of experience in authoring and managing content for a wide variety of audiences and objectives.

Highly skilled in content creation, strategy, and execution across multiple platforms, for B2B and B2C organizations, in both agency and in-house settings. Passionate about remaining on the cutting edge of changing trends in communication and using creative expression to drive business results.

Authorized to work in the US for any employer

Work Experience

Copywriter

Burns Marketing - Denver, CO

March 2021 to Present

As a copywriter at Burns Marketing, I transform complex and often dry information into succinct, compelling reasons to believe in a brand. From pharmaceutical revenue management firms to industrial wastewater treatment specialists to global leaders in cellular technology, my clients rely on me to do three things accurately and quickly: 1) Understand the landscape of their industries and their unique business objectives; 2) Understand the needs and challenges of their target audiences; and 3) Create content that effectively translates and marries these distinct messages in a way that drives business results.

Marketing Content Manager

ClearChoice Dental Implant Centers - Greenwood Village, CO

October 2019 to January 2021

Key resource in developing and optimizing messaging and content that drives brand awareness, supports creative performance, and cultivates brand affinity. Specific areas of focus include providing exceptional copywriting, editing, and proofreading services; delivering strategic content for online and offline channels that contributes to channel KPIs; maintaining and refining a compelling, consistent brand voice; and managing social media. Content development includes marketing collateral, website and landing pages, social media, digital advertising, email marketing, print ads, and more, primarily for consumer audiences.

Senior Editor

Medical Group Management Association - Englewood, CO

2018 to 2019

Collaborated across the organization to source and develop high-quality content to grow and engage the MGMA audience while influencing the healthcare marketplace. Work produced informed product development, branding, messaging, and association business objectives.

Published in multiple formats and platforms, principally through digital media and conference programming.

Senior Creative Writer

IBM Watson Health - Greenwood Village, CO
2015 to 2018

One of two full-time writers serving the marketing needs of the entire company, in a department essentially operating as an internal creative agency. Produced top-quality content for marketing leaders (our clients) in all verticals, including Payer (health plans and employers), Provider (clinicians, hospitals, and health systems), Government (state and federal), and Life Sciences (clinical research). Projects included case studies, product brochures, video scripts, research briefs, email and direct mail campaigns, tradeshow graphics, web copy (including SEO metadata), and more.

Content Marketing Specialist

Intermap Technologies - Englewood, CO
2014 to 2015

Key player in complete overhaul of company's marketing approach. Instrumental in defining and implementing content marketing strategy. Responsible for creating new content and adding a fresh approach to existing content for use in global marketing efforts. Wrote, edited, managed, and distributed all external sales and marketing communications, including web copy, video scripts, social media messages, press releases, event invitations, email blasts, case studies, and data sheets. Worked closely with the Product Management, Sales, and Marketing teams to collaborate on creative concepts and ensure messaging was consistent, technically accurate, and targeted to goals.

Senior Writer

Customer Communications Group - Lakewood, CO
2012 to 2014

Responsible for all copywriting, editing, and editorial strategy on assigned accounts. Developed story ideas/angles and wrote consistently within client style guidelines. Thoroughly researched assigned topics to become an educated resource for related information. Understood the demographic and psychographic profile of client audiences and became familiar with clients' industries, competitors, and products. Collaborated with Creative Director, Art Directors, and Account Managers to develop compelling written and visual content that supported client objectives.

Education

MA in Journalism & Media Studies

University of South Florida - Saint Petersburg, FL

BA in Theatre Arts

Florida State University - Tallahassee, FL

Skills

- Content Creation
- Content Management

- Digital Marketing
- Copywriting
- Content Development
- Search Engine Optimization (SEO)
- Editing
- Marketing
- Email Marketing
- Content Marketing
- Proofreading
- Social Media Management
- Creative Writing
- Metadata
- Blogging

Links

<http://allisonbates79.journoportfolio.com>

<http://linkedin.com/in/batesallison>