

I’m a senior copywriter and content strategist with 7+ years of experience shaping brand voice, building content strategies, and writing across channels. I’ve worked on everything from SEO and email to campaigns and product storytelling, always with a focus on clarity, consistency, and making content feel human. I’m collaborative, fast-moving, and know how to turn complex info into content that connects and performs.

Senior Copywriter; Content Marketing StrategistIndependence Pet Group | 2022-Present

Leading strategy and storytelling across multiple pet insurance brands in a highly regulated, performance-driven environment.

- Own full-funnel content strategy across B2C and B2B, from SEO-led blog strategy (driving 80% of site traffic) to high-performing email campaigns and digital ads.
- Craft compelling messaging for product pages, campaigns, educational content, and retention journeys—translating complex pet insurance details into content that connects.
- Led voice development for multiple brands, building tone guides and messaging frameworks that drive consistency across marketing, product, and customer comms.
- Increased claims email engagement by 130% and reduced support call volume by 4.6% by optimizing lifecycle messaging for clarity and relevance.
- Developed a re-engagement email campaign that recovered \$450K in GDP and converted 750 lapsed accounts.
- Boosted organic traffic by 60% YOY through strategic SEO content and cross-functional collaboration.
- Produced B2B content for broker, HR, and partner audiences; emails regularly see 59%+ open rates and 76% CTR.
- Mentor and lead a team of writers, maintaining quality, alignment, and compliance across all branded communications.

Copywriter; Brand Development SpecialistFreelance | 2018-2022

Helped emerging brands find their voice and grow through story-led strategy and sharp execution.

- Delivered full-funnel content for lifestyle and service-based brands—from web copy to campaign strategy.
- Collaborated with founders and marketing teams to develop positioning, tone, and audience-specific messaging.
- Prioritized clarity, conversion, and consistency across all touchpoints.

Junior CopywriterIntersection [Titan360] | 2013-2015

Wrote across digital, print, and internal channels for public- and private-sector campaigns.

- Ghostwrote executive comms and brand messaging for internal and external campaigns.
- Contributed winning RFP copy that helped secure NYC’s \$200M+ LinkNYC contract.
- Created content for HR, advertising, and civic campaigns; supported copy across departments.

Core Strengths

◆ Brand Messaging & Voice Strategy

- Defining and scaling brand voice systems across multi-brand ecosystems
- Messaging frameworks that unify teams and support cross-channel storytelling
- Story-driven, insight-backed copy for web, email, campaigns, and beyond

◆ Strategic Content Execution

- Content strategies rooted in SEO, performance data, and customer behavior
- Lead gen and retention copy across the full buyer journey
- Thought leadership, landing pages, product storytelling, email, social, and sales materials

◆ Cross-Functional Leadership

- Experience presenting to exec-level stakeholders and facilitating message alignment
- Managing and mentoring writers with a focus on editorial quality and compliance
- Thriving in collaborative environments with legal, product, design, and marketing

Tools & Platforms

Umbraco • Contentful • Figma • SEMrush • GA4 • Miro • Microsoft Office • Adobe CS • Monday • ChatGPT • AI tools (Claude, Jasper, etc.)

Education

B.A. in English Literature & Composition
State University of New York at Cortland

Portfolio

annieturner.journoportfolio.com
Includes brand voice work, storytelling, campaign copy, multi-channel creative, and more