


Aviva Campbell

Content Writer & Digital Marketing Strategist

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 [LinkedIn](#) | [Portfolio](#)

OVERVIEW

Strategic & results-driven **content leader** with over 15 years of experience shaping brand narratives through **content writing, SEO, digital marketing, & brand development**. Proven expertise in designing innovative content strategies & steering creative direction to elevate **storytelling, audience engagement, & brand visibility**. Adept at leveraging data-driven insights to fuel growth, optimize performance, & **deliver measurable impact** across digital platforms. Passionate about transforming ideas into captivating content that resonates & drives results.

SKILLS

Content Marketing Expertise | Copywriting & Editing | SEO Strategy & Keyword Research | Email Marketing (B2B & B2C) | Social Media Strategy | Brand & Voice Development | Content Planning | Press Releases & PR Outreach | Analytics & Performance Optimization | Creative Direction | Strategic Cross-Discipline Collaboration

EXPERIENCE

Big Sea — Content Writer & Social Media Strategist

Oct 2024 – Present · Asheville, NC (Hybrid)

- ★ Develop compelling content strategies to achieve brand goals.
- ★ Execute social media campaigns that enhance audience engagement.
- ★ Conduct in-depth SEO research to optimize content visibility & align with industry trends.
- ★ Utilize exceptional writing, editing, & proofreading skills to produce engaging & error-free content.
- ★ Collaborate with graphic designers & web developers to produce visually appealing content & enrich user experience.
- ★ Analyze performance metrics to refine content effectiveness.
- ★ Partner with multidisciplinary teams to execute complex projects.

JB Media Group & JB Media Institute — Content Strategist & Copywriter

May 2023 – Nov 2024 · Asheville, NC (Hybrid)

- ★ Developed & implemented comprehensive content strategies across digital platforms.
- ★ Produced SEO audits & keyword research to enhance organic visibility.
- ★ Collaborated cross-functionally to create cohesive multi-channel marketing campaigns.
- ★ Optimized content performance through analytics & adjusted strategies based on data insights.
- ★ Led creative direction for diverse projects, ensuring brand voice consistency.

Freelance — Writer, Content Strategist & Digital Marketing Consultant

Jan 2020 – Oct 2023 · Asheville, NC (Hybrid)

- ★ Crafted & executed end-to-end content plans tailored to brand objectives.
- ★ Wrote content for websites, social media, digital ads, blogs, email campaigns, & more.
- ★ Performed detailed SEO & keyword analysis to boost search rankings.
- ★ Monitored performance metrics & refined content strategies based on analytical findings.
- ★ Directed creative vision for a range of initiatives, maintaining a consistent brand tone.

Curbio — Senior Copywriter

Jul 2022 – Jul 2023 · Remote

- ★ Developed brand voice & marketing copy for a national home renovation tech company.
- ★ Wrote landing pages, email sequences, & product descriptions for B2B & B2C audiences.
- ★ Collaborated with UX & design teams to align messaging with user experience.

Mountain Laurel Digital — Director of Content Strategy

Aug 2016 – Apr 2020 · Asheville, NC (Hybrid)

- ★ Led content strategy & execution for clients in tourism, wellness, & e-commerce.
- ★ Managed & wrote editorial calendars, SEO audits, & brand storytelling initiatives.
- ★ Oversaw a team of writers & coordinated with developers & designers.

EDUCATION

New York University, NYC — Sept 2005 – May 2007

- ★ Partial completion of BS in Integrated Marketing & Communications