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Big Sea

## Big Ideas on the Big Sea Blog | Content Writing · Strategy

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### *Stories That Sail, Anchored in Relevance*

As a content writer and social media strategist at Big Sea, I've developed thought leadership pieces that fuse strategic insight with actionable clarity. My work spans nonprofit marketing, healthcare communications, creative industries, and digital engagement—always rooted in authenticity and impact.

In this dual role, I lead initiatives that connect high-level planning with hands-on execution across platforms and industries. Highlights include:

- **Content Strategy:** Designing editorial calendars aligned with client goals, audience behavior, and seasonal trends
- **SEO Optimization:** Conducting keyword research and structuring content for maximum visibility and search performance
- **Voice & Tone Development:** Shaping brand messaging that resonates across diverse audiences while maintaining consistency
- **Cross-Platform Promotion:** Extending blog reach through integrated social media and email campaigns
- **Social Media Strategy & Content Creation:** Producing organic and paid campaigns that drive engagement and support broader marketing objectives
- **Collaborative Execution:** Partnering with designers, developers, and strategists to deliver cohesive, story-driven experiences
- **Performance Analysis:** Interpreting analytics to refine strategy, optimize content, and report on key performance indicators

The Big Sea website serves as a dynamic platform where my colleagues and I share insights, strategies, and thought leadership—crafted with clarity, purpose, and SEO best practices to ensure our wisdom reaches the audiences who need it most.

## Featured Articles

Explore a selection of thought leadership pieces I wrote for Big Sea, blending strategic insight with engaging storytelling across industries.

Title	Focus Area	Summary
<a href="#">Create a Donor Communications Plan</a>	Nonprofit Strategy	A guide to building donor relationships through consistent, mission-driven messaging.
<a href="#">Essential HubSpot Integrations for Nonprofits</a>	CRM & Automation	Explores how nonprofits can streamline operations and deepen engagement using HubSpot.
<a href="#">Beginner Tips for DIY Video Marketing</a>	Video Strategy	Practical advice for small businesses and creatives to produce authentic, effective video content.
<a href="#">Social Media Strategies for Artists</a>	Creative Marketing	A roadmap for artists to build community and visibility through storytelling and platform-specific tactics.
<a href="#">Tips for Better Health and Wellness Marketing</a>	Wellness Branding	Eight actionable strategies to connect with health-conscious audiences through trust and transparency.
<a href="#">Does Short-Form Video Content Convert Users?</a>	Video Engagement	An analysis of short-form video's impact on user behavior and conversion rates.

[Social Media and Healthcare Marketing](#)

Healthcare Strategy

How healthcare brands can use social media to build trust and educate patients.

[Healthcare Content Marketing](#)

Patient Engagement

A deep dive into content strategies that resonate with healthcare audiences.

[Social Media Marketing for Nonprofits](#)

Digital Outreach

Best practices for nonprofit organizations to amplify their mission and connect with supporters online.

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