

Aviva Campbell

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Big Sea

Content Writing & Strategy for Big Sea

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

My Role

As **Social Media Strategist & Content Writer**, I lead initiatives that bridge strategic planning with creative execution:

- **Content Strategy:** Build editorial calendars tailored to client goals, audience insights, and seasonal trends.
 - **SEO Optimization:** Conduct keyword research and structured content for maximum visibility and search performance.
 - **Voice & Tone Development:** Maintain brand consistency across industries by shaping messaging that resonated with target audiences.
 - **Cross-Platform Promotion:** Amplify blog reach through coordinated social media campaigns and email marketing.
 - **Social Media Strategy & Content Creation:** Craft organic and paid campaigns designed to drive engagement, grow followership, and support broader marketing objectives.
 - **Collaborative Execution:** Work closely with designers, developers, and strategists to ensure cohesive storytelling across all touchpoints.
 - **Performance Analysis:** Monitor analytics to refine strategy, optimize content, and report on KPIs.
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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 |
|---|---------------------|---|
| Create a Donor Communications Plan | Nonprofit Strategy | A guide to building donor relationships through consistent, mission-driven messaging. |
| Essential HubSpot Integrations for Nonprofits | CRM & Automation | Explores how nonprofits can streamline operations and deepen engagement using HubSpot. |
| Beginner Tips for DIY Video Marketing | Video Strategy | Practical advice for small businesses and creatives to produce authentic, effective video content. |
| Social Media Strategies for Artists | Creative Marketing | A roadmap for artists to build community and visibility through storytelling and platform-specific tactics. |
| Tips for Better Health and Wellness Marketing | Wellness Branding | Eight actionable strategies to connect with health-conscious audiences through trust and transparency. |
| Does Short-Form Video Content Convert Users? | 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.