

**Aviva Campbell**

 [aviva\\_campbell@icloud.com](mailto:aviva_campbell@icloud.com)

 [LinkedIn](#)

**Safelite AutoGlass**

## Copywriting · SEO Strategy · Email Marketing (B2B & B2C)

As a contracted content strategist for Safelite, I led two major initiatives for this national auto glass repair brand:

### ***SEO-Driven Landing Pages***

- Wrote and optimized 150+ landing pages for top car makes and models in the U.S.
- Conducted keyword research to align copy with user search intent and boost Google rankings
- Crafted engaging, brand-aligned messaging that reflected the personality of each vehicle's driver

#### **MINI Cooper windshield replacement**

Windshield replacement as suave as your MINI Cooper

In search of a trusted auto glass repair company for your iconic MINI Cooper? Rest assured that Safelite AutoGlass® can handle your "baby" with the care, knowledge, and experience it deserves.



### **Sample: Mini Cooper Landing Page: Windshield replacement as suave as your Mini Cooper**

- Highlighted Safelite's nationwide reach, trusted service, and model-specific expertise
- Included tailored content for all Mini Cooper variants and common causes of glass damage
- Encouraged conversion with clear CTAs and quote scheduling

### ***Disaster Response Email Campaigns***

- Developed automated email sequences for hurricanes, wildfires, and other natural disasters
- Created B2B and B2C messaging to inform agents, partners, and customers of Safelite's response plans
- Wrote pre- and post-storm communications with custom regional details and support resources

### **Sample Subject Lines**

*Hurricane Idalia: We're Fully Prepared | Typhoon Kai: Our Relief Plan for Gulf Coast Agents*

These campaigns ensured timely, empathetic communication and reinforced Safelite's reliability during crisis events.