

# Aviva Campbell

## Content Writer & Digital Marketing Strategist

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### OVERVIEW

Strategic **brand & content leader** with 15+ years of experience shaping brand narratives across **content writing, SEO, digital marketing, & brand development**. Skilled in crafting innovative content strategies and guiding creative direction to **elevate storytelling, deepen audience engagement, & strengthen brand visibility**. Adept at using data-driven insights to optimize performance, accelerate growth, & deliver measurable impact across digital platforms. Passionate about transforming ideas into compelling content that resonates & drives meaningful results.

### SKILLS

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

### EXPERIENCE

**Big Sea** — Senior Content Writer & Social Media Strategist  
*Oct 2024 - Present · Asheville, NC (Hybrid)*

- ★ Own brand voice & identity
- ★ Develop compelling content strategies to achieve brand goals
- ★ Execute social media campaigns that enhance audience engagement
- ★ Conduct SEO research to optimize content visibility & align with industry trends with brand storytelling
- ★ Utilize exceptional writing, editing, & proofreading skills to produce engaging & error-free content
- ★ Collaborate with graphic designers & web developers to create visually to enrich user experience
- ★ Analyze performance metrics to refine content effectiveness with AI tools
- ★ 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 content strategies across digital platforms
- ★ Produced SEO audits & keyword research to enhance organic visibility
- ★ Collaborated cross-functionally on 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** — Brand 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