

Melissa Kaylor

Copywriter

📍 Austin, TX

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Profile

A copywriter with over 12 years of experience writing content for a variety of industries including retail, ecommerce, loyalty programs, consumer research, finance, healthcare, skincare, and technology. A fearless and strategic thinker. Never passes up a good brainstorming session or an opportunity to take on something new.

Skills

- Copywriting & editing
- Marketing campaigns
- Digital content creation
- Market research
- A/B testing
- SEO & SEM writing
- Project management
- Landing page copy & coding
- AP Style
- Brand review
- Copy guideline creation
- Social media
- Internal communications
- Performance analysis
- Training & mentoring

Experience

Associate Creative Director, Copy | Giddy Holdings 2022-Current

- Spearhead creative copywriting projects for major campaigns, many of which have resulted in a 25% increase in user engagement and a 15% boost in sales
- Collaborate closely with design and marketing teams to develop and refine cohesive messaging strategies, ensuring brand voice consistency across all channels
- Help lead a team of 25+ marketing and editorial copywriters, providing guidance, mentorship, and constructive feedback, fostering a culture of creativity and continuous improvement
- Play a pivotal role in the conception and execution of multimedia advertising campaigns, including print, digital, social media, and video content
- Play a key role in streamlining the content creation process, implementing tools and protocols that has improved workflow efficiency by over 20%
- Lead brainstorming sessions, often resulting in out-of-the-box ideas that drive innovative campaign directions
- Write all direct response and paid ad copy across every platform including social, display, and SEM

Senior Copywriter | Caliber Home Loans/Newrez 2020-2022

- Instrumental in creating hundreds of materials from start to finish (including flyers, emails, social media posts, marketing bundles, print, signage, infographics, and more) and bringing them to market – resulting in constant positive reviews from sales channels
- Owned the creation, maintenance, and enforcement of copy guidelines to ensure brand consistency across the company and companies through the merger
- Strategically led and performed a site-wide audit, rewriting and editing hundreds of landing pages for sources, voice, SEO, current information, and brand compliance
- Facilitated multiple brainstorming sessions resulting in new campaign strategies, product line naming conventions, and A/B testing variables to increase revenue and brand trust
- Improved recruitment and loan closing numbers through a monthly mailer campaign called Business Boost
- Successfully managed multiple high profile product launches

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Copywriter

Lead Copywriter | Andra Group 2018-2020

- o Created original content for emails, lookbooks, landing pages, and print pieces
- o Worked with a third-party agency to develop a new SMS campaign, leading to a 14+ ROI
- o Provided brand review on all marketing messaging with an emphasis on branding and legal compliance (including disclaimers for promotions)
- o Maximized SEO performance by researching and writing content for landing pages, paid search, organic search, and blog posts
- o Wrote, proofread, and formatted press releases

Copywriter & Brand Review Manager | Vizient 2016-2017

- o Brand reviewed content for internal and external emails, fact sheets, landing pages, brochures, whitepapers, case studies, banners, event collateral, and signage
- o Proofread copy for business units including supply chain operations, clinical operations, sales enablement, consulting, and events
- o Created style guidance documents and writer templates for internal use

Copywriter | Nerium International 2015-2016

- o Proofread packaging and catalogs for new and revamped products
- o Facilitated international expansion by working with translators for French, South American, Korean, and Japanese markets
- o Spearheaded concepts and content for print and digital pieces including blog posts, event collateral, monthly publications, social media posts, and sales kit materials
- o Worked closely with the digital marketing, compliance, print vendor, and publication vendor teams to execute seamless deliverables on time

Assistant Marketing Manager | Parago, Inc. 2013-2015

Copywriter/Brand Manager | VLG Agency + BakedSoft LLC 2012-2013

Copywriter (Contract) | AvreaFoster 2012

Education

M.A. Advertising 2010-2011

University of Texas | Austin, TX

Texas Creative Sequence, Account Planning, Consumer Behavior

B.A. General Studies 2007-2010

University of North Texas | Denton, TX

Journalism, Marketing, & Psychology

SEO Certification 2022

HubSpot Academy

Knowledgeable about SEO tactics and capable of optimizing a website to perform well in search engines