

COURTNEY GABRIELSON

WRITER & EDITOR

CAREER OVERVIEW

I'm a writer, editor, and content creator with 7+ years of proven experience in corporate communications, digital media, and events spaces, and more than 700 stories in my portfolio. Curiosity, integrity, enthusiasm, and empathy are the guiding principles of my work, and the only thing I love more than writing up an impactful piece in my distinct personal voice is working with other writers to find their own.

PROFESSIONAL EXPERIENCE

2020–Present | Bank of America, Charlotte, North Carolina

Assistant Vice President, Communications Manager I

- Oversee the production of the "Take Time on Tuesday" bi-monthly emotional wellness series (for global bank audience of 200K+)
 - Pitch topics for and manage annual calendar
 - Write and edit articles (more than 40+ published)
 - Facilitate business partner and peer reviews of article drafts
 - Work with web hosting teams to get articles scheduled to run on requisite bank websites
- Manage both internal and external communications within a variety of supplemental emotional, physical, and/or financial benefits communication projects, specifically the global Annual Benefits Enrollment initiative. This includes:
 - Creating or repurposing communications in various formats (emails, letters, announcement articles, infographics, etc.) with verbiage and tone that matches the nature of the project and its audience (for example, translating high-level medical insurance concepts into a legally sound, approachable, and informative communication)
 - Sourcing graphics, photos, and employee quotations to enhance content, better represent our diverse readership, and further support projects' overarching initiatives
 - Overseeing numerous review rounds between business partners and other stakeholders across departments
 - Adhering to complex program plans, hard-set deadlines, and fast-changing needs
- Develop annual Emotional Wellness Month content, strategy, and pitch decks for business partners, as well as measure the final project's feedback from our global employee audience (shared via our internal resources platform) to inform next year's approach
- Create content for and layout (Word, Adobe) new one-pagers and PowerPoint resources, highlighting bank benefits for other internal teams
- Craft thoughtful interview questions and scripts for enterprise-wide bank videos on vaccines, COVID medical care, and more
- Ghost write and edit emails, social posts, and articles on behalf of chief bank executives
- Work with a highly diverse global audience in mind, considering elements like accessibility, ADA requirements, and region-specific needs
- Manage constantly changing, fact-specific verbiage and bank style to ensure all communications are accurate and consistent
- Master Bank of America editorial and design style, as well as its brand voice and messaging themes
- Collaborate across channels with the bank's Employee Creative Services (ECS) to develop creative and engaging supplemental materials
- Provide edits on annual communication overhaul projects, such as insurance, governance-related guides and related bank HR websites
- Lead sessions of bank-sponsored MINI women's leadership group, as well as engage in various extracurricular trainings and professional development opportunities through the bank's Disability Action Network (DAN) — from which I was chosen to participate in a pilot mentorship program for neurodivergent employees
- Search for and identify areas of the bank website, processes, or communications that could be simplified, refreshed, or improved, and proactively present solutions to leadership (or fix myself)
- Improve procedural awareness for teammates by volunteering to author and build out templates, instructional documents on major procedures (like Annual Benefits Enrollment), and other helpful materials

2017–2020 | American Inno (American City Business Journals) Charlotte, North Carolina

New Market Editor

- Implemented and oversaw the ground-up creation and exponential growth of three American Inno markets, Rhode Island Inno (est. 2017), Cincy Inno (est. 2017), and Charlotte Inno (est. 2019), often from a remote newsroom
- Wrote numerous daily stories, ranging from features, Q&As, roundups, guides, creative profiles, news pieces, and long-form editorial works to deadline in a fast-moving environment, while also implementing SEO best practices
- Identified fitting subjects for compelling guest posts and established collaborative editorial partnerships
- Fostered in-market relationships (remote and local) with senior area thought leaders (CEOs and high-ranking government leaders, like former Rhode Island Governor Gina Raimondo), sponsors, and sources to ensure content with a wide range of perspective, insight, and authority
- Composed and sourced daily/weekly newsletters for audiences in markets across the country, ultimately growing the number of subscribers on our distribution lists into the thousands
- Oversaw social media accounts for multiple markets across various platforms and brainstormed creative ways to interact with Inno's diverse readership online
- Tracked data trends from CMS, newsletter, and social media output (as well as final event numbers and SEO metrics) to strategically increase audience traffic, engagement, and/or attendance with better-targeted run/host times
- Interviewed, hired, and managed a stable of freelance journalists, remotely, across different markets
- Edited the reporting work of both colleagues and freelance journalists for accuracy, flow, and adherence to Inno's distinct brand voice, AP Style, and journalistic best practices
- Orchestrated a multi-market editorial calendar
- Research topic trends and used them to brainstorm event content ideas with our events team (such as speakers, topics, medium, etc.) and together established programs for our in-market events, along with collaborative editorial and advertising materials
- Moderated and hosted in-market events (travelled nationally up to 5 percent)
- Collaborated with our sales team and external market sponsors to promote their events and objectives, like Cox Business' #GetStartedRI event
- Served as a brand ambassador for my markets, often representing them in local media

2015–2017 | International Association of Privacy Professionals (IAPP), Portsmouth, New Hampshire

Staff Writer

- Pitched and wrote 100+ monthly long-form features, op-eds, reviews, and interviews for all the IAPP's publications, as well as 200+ short news stories for its daily and weekly newsletters
- Reported on relevant developments in the privacy world, such as breaking news, debuting SaaS and B2B tools and products, and popular privacy and security-focused events
- Shot, edited, and curated video and audio content for the company website and its YouTube channel
- Conceptualized, wrote, and oversaw a humorous multimedia privacy blog, one of the organization's most well-performing features at the time
- Supported the events team with coordinating and managing select breakout and testing sessions at global IAPP events

EDUCATION

Davidson College (2013) | B.A., Chinese Language and Literature

RELEVANT SKILLS

Content creation

- Pitching and writing a variety of different types of pieces (articles, social media, email marketing campaigns, event content, and more), often tailored to fit a variety of different audiences and developmental levels (children, executives, and everyone in between)
- Researching and sourcing relevant information, quotations, and/or multimedia to enhance content
- Interviewing and question development
- Providing clear, concise, and impactful communication, both written and oral
- Proficiency with:
 - iMovie (and other video editing tools)
 - Adobe and Microsoft Suite
 - WordPress (and other CMS tools)
- Knowledge-driven implementation of accessibility best practices

Editing

- Editing written content for grammatical and factual errors, and to also help polish, condense, elevate, and/or clarify meaning
- Thorough knowledge of (and deep affection for) AP Style

Content management

- Establishing and managing editorial calendars, often from the ground up
- Interviewing and hiring freelancers
- Managing freelancers and other employees
- Proficiency with:
 - SEO best practices
 - Google Analytics
 - Social media management (Sprout Social, most social platforms)
 - Mailchimp (and other email marketing platforms)

At work

- In-depth understanding of corporate, non-profit, and startup business environments
- Company culture enthusiast
- Active listening
- Public speaking
- Peer leadership and team building
- Cross-departmental collaboration
- Teaching and patient demonstration
- Time and project management
- Coachability
- Flexibility and problem solving
- Enthusiasm and curiosity
- Creativity and a sense of humor

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