

KIRSTEN CHANEL WEBBER

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EDUCATION

Bachelor of Arts in English

May 2024

Arizona State University

Major: English | Minor: Gender, Women, and Sexuality Studies

Associate of Arts

May 2022

Paradise Valley Community College

Major: Creative Writing

ACADEMIC ACHIEVEMENTS

NSLS Honor Society (2023)

Dean's List (Spring 2023)

President's Honor Roll (Fall 2021)

Student Ambassador of Creative Writing Program (2018)

SKILLS

- Content Creation: Article Contributor, Amazon OTT Commercials, SEO Blogs
- Digital Strategy: Social Media Management, Press Releases, Email Marketing Campaigns
- Professional Development: New Hire Training, Company Writing Workshops

EXPERIENCE

Strategic Marketing Manager, SupportU Solutions

April 2023 - Present

- Oversee the creation of a new company by managing marketing efforts on all social media channels
- Design and upkeep website launch by following CX industry trends
- Manage, edit, and contribute to SupportU Solutions blog

Writer, Freelance

June 2021 - Present

- Contribute 60+ articles for publications including CNN, Daily Mail News, BGR, and Brit+Co
- Write and edit high-quality content for SEO blogs, paid advertisement campaigns, and organic social channels
- Work with B2B and B2C clients in varying industries to increase web traffic

Senior Lead Copywriter, Digital Air Strike

March 2021 - June 2021

- Created riveting Amazon OTT commercial scripts that reached 55M+ monthly viewers on 68 partner networks including CNN, ESPN, ABC, and CBS
- Produced national ad campaigns for franchises including Tire Pros and Embry Health with engagement spanning 1.3M+
- Taught 4 monthly writing workshops to a team of 35+ marketing specialists that focused on enhancing client engagement

Copywriter (I,II), Digital Air Strike

February 2020 - March 2021

- Constructed captivating evergreen content that reached over 1,000 clients daily
- Accelerated team productivity by overhauling work processes including developing and streamlining content libraries for over 2,500 clients
- Prepared and conducted content creation training to educate new team members on persona writing

Digital Specialist (I,II,III), Digital Air Strike

July 2018 - February 2020

- Optimized content strategies to reach target audiences including medical, hospitality, and entertainment
- Crafted individualized daily content for 60+ clients on social platforms including Facebook, Twitter, TikTok, Instagram, and YouTube
- Assisted clients with establishing and conveying brand messaging after thorough industry research

Title I Honors Poetry Workshop Instructor, Greenway Middle School **April 2018 - December 2018**

- Promoted effective verbal and written communication through listening, speaking, reading, and writing practice
- Evaluated the academic skills of each student through verbal assessments and graded assignments
- Prepared and implemented lesson plans to enhance student writing skills

Transcriptionist, CaptionCall **March 2017 - July 2018**

- Transcribed audio clips while maintaining an average of 93 WPM and an accuracy rate of 96% through transcription software
- Consistently surpassed performance benchmarks for spelling and grammar accuracy
- Implemented strategies for improving efficiency for real-time transcriptions

Market Research Analyst, TestAmerica Research Group **June 2014 - January 2017**

- Spearheaded marketing studies of up to 230 people to generate insights and understand customer preferences
- Recruited and facilitated focus groups to measure the effectiveness of brand strategies
- Forecasted and tracked marketing trends by thoroughly analyzing collected data