

Amy David

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Digital Content Specialist

Accomplished digital content specialist with over 14 years of experience in journalism and corporate communications. Expertise in editorial and creative projects, including writing, editing, social media strategy and video content. Skilled storyteller with experience crafting compelling, on-brand content for diverse marketing channels. Proven leader adept at directing editorial teams, pitching innovative ideas and developing digital marketing strategies that resonate with varied audiences to drive engagement and brand growth.

SKILLS/TOOLS

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|----------------------------|------------------------|--------------|----------------------|
| • Content Creation | • Brand Strategy | • Canva | • Axios HQ |
| • Copywriting/Editing | • Editorial Management | • WordPress | • Storydoc |
| • Digital/Social Marketing | • Microsoft 365 | • Sitecore | • ChatGPT (Research) |
| • Corporate Comms | • Hootsuite | • Sharepoint | • Drupal |
| • SEO | • Sprout Social | • Later | • HTML5 |
| | • Slack | • Asana | |

WORK EXPERIENCE

Senior Content Writer

CoStar, Homes.com | Richmond, VA

Aug 2023 - Feb 2025

- Authored over 250 engaging neighborhood and city guides, contributing to Homes.com's record-setting 110 million monthly unique site visitors in September 2024.
- Interviewed realtors and local business owners, creating 32 compelling in-depth articles and video scripts monthly
- Led collaboration with creative teams to produce cohesive scripts and videos, enhancing storytelling quality and engagement.
- Part of 150-member team that curated SEO-driven content which grew brand awareness from 4 to 33% in 2024.

Digital Content Manager

Performance Foodservice | Richmond, VA

Mar 2021 - Aug 2023

- Created engaging content for all internal/external digital marketing initiatives, managing editorial content reaching 25,000 subscribers.
- Spearheaded strategy for three brand-aligned newsletters, leading a creative team to boost audience engagement and secure high-level supplier contracts within six months of onboarding.
- Oversaw National Marketing Program, handling over 250 food supplier accounts, like Pepsi and Tyson Foods, which generated \$46 million annually.
- Revamped the editorial calendar and led a targeted social media strategy, boosting audience engagement by 20% within four months.
- Utilized SharePoint to create a centralized content hub for all creative assets, past campaigns and supplier marketing materials. Built resource libraries and sites with project-specific pages for streamlined team collaboration.

Marketing Content Manager

Capital One - Walmart Card Rewards Team | Richmond, VA

Mar 2020 - Oct 2020

- Tested, edited and improved all content and links for Walmart card program landing pages to ensure consistency, technical accuracy and overall functionality.

- Validated content across all marketing channels and provided feedback on website content.
- Collaborated with intent owners, segment leads, creative teams and legal to ensure execution matched intent.
- Advised teams on correcting copy, adhering to brand and editorial standards and SEO-driven content.

Content Journalist

Capital One - Brand Creative Team | Richmond, VA

Mar 2019 - Sep 2019

- Sourced, wrote, and edited engaging content for the internal company website, reaching 50,000 employees, and crafted high-impact email, blog and web banner copy.
- Boosted newsletter readership to 2,000 a month through strategic partnerships with design team and other LOBs. Ensured content relevance, compliance and diversity through regular collaboration.
- Pitched and developed story ideas and projects for the site, guiding the tone and voice of content to align with the company's brand, resulting in increased engagement with the target audience.

Web Editor

RVA Magazine | Richmond, VA

May 2015 - Sep 2018

- Wrote, edited and published compelling daily web content, reaching 46,000 subscribers. Grew daily newsletter by 7,000 during my time as editor.
- Held weekly editorial meetings, developed storyboards, assigned stories to the team and managed editorial calendars for two digital publications and a quarterly print magazine.
- Oversaw the editorial strategy and content creation for a quarterly print publication with a circulation of 5,000. Used Hootsuite and Google Analytics to track and guide social media strategy for three channels.
- Led a 13-person editorial team along with freelancers for a digital publication with 560,000 annual website visitors and 1.4 million annual page views.

PROJECTS

Homes.com Blog Relaunch 2024

One of four writers selected to revive the Homes.com Blog. Contributed SEO-driven articles that reached 60,000 monthly web visitors.

RVA Magazine Food/Bev Columns

Jul 2015 - Sep 2018

Created two food and beverage columns for RVA Magazine's print and digital publications. Landed several local and regional food/bev advertisers, increased engagement and reach.

GivePower Foundation Pitch Deck Development

Jun 2025 - Sep 2025

Created a detailed competitor analysis presentation for senior leadership that identified key social media strategies, leading to a 10% increase in engagement and reach for social campaigns within 3 months.

HangryGirl RVA Food Blog

Sep 2018 - Jun 2023

Covered VA's food and beverage scene. Created successful campaigns for national brands like Chopt Salad Co., Torchys Tacos, Vinebox, Moxy Hotels & Mochinut. Grew blog organically to nearly 5K followers, 57K accounts reached in Oct 2022 and increased followers by 25% in Oct 2022. <https://www.instagram.com/hangrygirlrva/>

EDUCATION

Bachelor of Science in Journalism

Radford University | Radford, VA

Aug 2006 - May 2010