

BETHANY DUVAL

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SUMMARY

My print and digital marketing career began in the nonprofit sector, where resources are few and innovation is vital. I've rapidly increased organic traffic through SEO strategy, written lead-nurturing emails with an average open rate of 30% and helped raise over \$1 million.

EXPERIENCE

TEAM - THE EVANGELICAL ALLIANCE MISSION | MARYVILLE, TN

MARKETING MANAGER & EDITOR | 2019 - PRESENT

SENIOR COPYWRITER & EDITOR | 2017 - 2019

COPYWRITER & EDITOR | 2015 - 2017

- Creates email newsletters and fundraisers, achieving an average open rate over 30%, 15% click-through rates and up to \$32,000 raised with a single email appeal.
- Increased main landing page's organic traffic by 654% through search engine optimization.
- Developed mass donor newsletter and various direct mail campaigns to increase undesignated gifts from by 357%.
- Organized and led story gathering trips in seven countries, where my team and I filmed interviews with missionaries and beneficiaries.

KATIE DOES MARKETING, PICTURE IT CUSTOM | REMOTE

SEO BLOGGER, CONTRACT | 2020 - PRESENT

- Writes gift guides and home decor how-to blog posts to increase organic traffic.

PROVISION RETIREMENT | PLANO, TX

COPYEDITOR, CONTRACT | 2015

- Edited financial advisory firm's website copy for three months until company launch.

GOSPEL FOR ASIA | WILLS POINT, TX

LEAD WEB WRITER | 2012 - 2014

- Wrote key campaign materials to acquire 900 monthly pledges (\$378,000 annually) in four weeks.
- Trained six interns with no prior professional writing experience or training.
- Overhauled our three-month schedule, creating a detailed content calendar for the entire year, with room for unexpected stories and developments.

EDUCATION

GOOGLE ADS DISPLAY CERTIFICATION

GOOGLE ADS, 2020

INBOUND MARKETING CERTIFICATION

HUBSPOT, 2019

BACHELOR OF ARTS, PROFESSIONAL WRITING

TAYLOR UNIVERSITY FORT WAYNE, 2010