

Liz Gilbert

Content Writer

Clickable Portfolio

Efficient, highly skilled ghostwriter and copywriter for C-Suite executives at world-leading companies. Deadline-driven, with a focus on bylines, thought leadership, white papers, blog posts, ebooks and speeches. Creator of high-performing writing assets that establish brand authority. 8+ years ghostwriting bylines for Fortune 500 companies published in Forbes, Inc., Digiday, Fast Company, AdAge and beyond. Industry experience across a range of content verticals, including AdTech, Pharma, Entertainment, Healthcare, Real Estate & Finance.

Professional Skills

Copywriting & Blogging
Executive Ghostwriting
Branded Blog Content
Content Calendar Management
Chicago & AP Style
Infographics & Case Studies
Deadline Prioritization
SEO Optimization
Strong Client Relationships
Copyediting & Proofreading
Google Suite
Multi-Project Management
Ebooks & White Papers
Executive Speechwriting

Contact Liz

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Education

Johns Hopkins University
BA, Writing
Magna Cum Laude

Professional Experience

Freelance Content Writer

Dish Media - Los Angeles, CA

- Interviews SMEs and collaborates with C-Suite marketing team to develop content that can be published on premium digital platforms.
- Delivers high-quality C-Suite blog content to build brand authority.
- Ghostwrites C-Suite byline content to complement company initiatives.
- Conducts research, and collaborates with design team to craft high-impact white papers and ebooks to complement quarterly objectives.

Freelance Blog & Article Writer

Rubicon Project - Los Angeles, CA

- Interviews SMEs and writes thought pieces, white papers and trade articles for senior leadership.
- Writes four monthly blog pieces, distributed on company website.
- Works with Global Communications team to brainstorm, develop and craft content around software product launches, industry trends, and company developments.
- Writes, edits and proofreads case studies and ebooks alongside the Design Team based on market research that engages industry stakeholders.

Head Copywriter

GoGuardian - Los Angeles, CA

- Crafted website copy, press releases, emails, educational blog posts, helping nurture email campaigns that increased sales conversions by 175%.
- Performed market research in the Educational Sector regarding public and private school performance to build case-studies, ground-up.

Lead Editor

The Oracles - Los Angeles, CA

- Wrote and edited 1,000-1,200 word finance and leadership articles on trending topics in verticals such as HR, nonprofits, finance, and emerging technology within 48-hours of assignment.
- Worked hand-in-hand with editorial teams at leading digital platforms such as Inc., Forbes., Entrepreneur, CNBC to edit articles for publication.
- Used Title-Tester to optimize click-through-rates on headlines.

Lead Content Writer

Digital Third Coast

- Wrote content to complement ebooks and infographics for full-service marketing agency.
- Edited ebooks and white papers to meet editorial guidelines and AP style.

Agency Copywriter

Blanchard Creative Group- Los Angeles, CA

- Created a full-service content strategy for lead generation and sale of digital products. Developed all online marketing collateral, including nurture campaigns, social media copy, and website content for clients.