

Creative Copywriter | Content Marketer | SEO Content Specialist

Strategic and versatile copywriter with 10+ years of experience crafting high-converting content that fuels engagement, drives SEO performance, and elevates brand messaging across B2B and B2C channels. Known for blending creative storytelling with data-driven precision to deliver content that performs.

- Expertise in long-form content, ecommerce product copy, editorial strategy, brand voice development, and multichannel marketing.
- Skilled collaborator, fluent in cross-functional workflows, SEO best practices, and AI-powered content tools.
- Proven ability to shift tone and style to resonate with varied audiences—whether for boosting organic traffic or building brand trust.

Areas of Expertise

- SEO-Optimized Copywriting
- Brand Messaging & Storytelling
- B2B & B2C Content Strategy
- Multichannel Campaigns
- Research & Trend Analysis
- Email Marketing
- Ecommerce Content Optimization
- AI-Powered Content Tools

Professional Experience

Cvent — Tysons Corner, VA

Digital Copywriter & Copyeditor | 2024–Present

Write blog posts, white papers, and eBooks for two unique audiences within the hospitality and event planning sectors. Collaborate with SEO and marketing teams to maintain content alignment, voice, and strategic objectives.

- Produce long-form content that boosts user engagement across marketing channels.
- Leverage AI tools like ChatGPT to enhance content workflows and ideation speed.
- Tailor tone and depth to suit B2B and B2C readerships.

BrandJump — Woodland Hills, CA

Contract Copywriter | 2020–2024

Created high-converting product descriptions and brand narratives for home décor, furniture, and lighting brands. Ensured content consistency across platforms like Lumens.com and LampsPlus.com.

- Researched and authored SEO-driven articles to increase ecommerce visibility.
- Enhanced brand perception through compelling storytelling on ecommerce platforms.
- Adapted voice and format to suit diverse brand standards.

FGX International (Foster Grant, Gargoyles) — Smithfield, RI

Digital Copywriter | 2021–2022

Crafted content for FGX-owned and third-party retail sites, maintaining brand integrity across platforms such as Amazon and Walmart. Produced infomercial scripts and campaign copy for multiple channels.

- Led creation of omnichannel marketing content including email, SMS, paid social, and print ads.

- Balanced messaging across luxury and budget eyewear brands.
- Maintained style fidelity while scaling volume across ecommerce SKUs.

Confi-Chek (PeopleFinders) — Sacramento, CA

Digital Copywriter | 2018–2021

Updated content and metadata across 14 consumer and business websites, in collaboration with designers and developers. Produced SEO-driven articles and internal communications.

- Drove improvements in page performance and readability using Google Analytics and SEO tools.
- Created link-building assets that contributed to domain authority growth.
- Developed monthly digital employee newsletters and blog content.

YDesign Group (Lumens, YLighting & YLiving) — Sacramento, CA

Content Marketing Manager | 2017–2018

Managed content strategy for multiple home design brands, overseeing freelance and in-house writers. Partnered with marketing teams on brand positioning and campaign initiatives.

- Managed production for blogs and websites with a focus on consistency and SEO.
- Used analytics to refine content performance against KPIs.
- Collaborated on social and catalog campaigns, aligning visual and editorial strategy.

Senior Publisher & Web Image Editor | 2014–2017

Content Writer & Publisher | 2010–2014

Managed publishing and asset presentation for lighting, décor and furniture categories for ecommerce websites. Set standards for visuals and formatting.

- Trained publishing staff on content guidelines and image standards.
- Proofed and edited product descriptions and site content to ensure clarity and branding.
- Wrote marketing copy as part of the Lumens Content Committee.

Volunteer Work

Pet Cancer Foundation — Vancouver, B.C., Canada

Volunteer Copywriter | 2024–2025

Authored monthly blog posts for the PCF website, drawing on internal research materials and independent sourcing to craft informative, compassionate content.

Education

B.A. in English (Advanced Composition), Cum Laude
California State University Sacramento

Technical Proficiencies

- SEO: Google Analytics, Seorch, SEMrush, BuzzSumo, Conductor
- Project Management: Asana, Smartsheets, JIRA, Trello, Basecamp
- CMS Tools: WordPress, Buffer, SalesLayer
- Digital Asset Management: Adobe, Curalate, Cloudinary
- Email Marketing: Constant Contact, HubSpot
- Writing Standards: AP Style, Chicago Manual of Style
- Office Tools: MS Office Suite, Google Workspace, ChatGPT