

Digital Copywriter

Creative and highly organized professional with extensive experience producing compelling content, delivering impactful messaging/copywriting solutions, and engaging diverse audiences.

Proficient in crafting impactful product descriptions, promotional materials, and brand messaging tailored to target audiences. Well-versed in collaborating with cross-functional teams to ensure consistency in tone, voice, and branding. Instrumental in optimizing digital content for SEO to enhance online visibility. Known for staying informed about industry trends and emerging technologies, incorporating relevant insights into digital copy. Detail-oriented and skilled in editing and proofreading to ensure accuracy and adherence to brand guidelines. Expert at analyzing the performance of digital content using analytics tools, making data-driven recommendations for improvement. Possesses strong project management skills, capable of handling multiple projects simultaneously and meeting deadlines while maintaining high-quality standards.

Areas of Expertise

- Content Development & Refinement
- Campaign Design & Execution
- Multichannel Content Creation
- SEO-Optimized Copywriting
- SEO Trends & Best Practices
- Cross-Functional Collaboration
- Research & Trend Analysis
- SEO for Online Advertising
- Digital Marketing Copy
- Brand Messaging
- SEO Performance Tracking
- Organic Traffic Growth

Professional Experience

BrandJump, Woodland Hills, CA

2020 to 2024

Contract Copywriter

Craft compelling product descriptions for lighting, furniture, and home décor brands, aligning with the standards set by various ecommerce retailers such as Lumens.com, Lightology.com, and LampsPlus.com. Develop engaging brand stories for ecommerce sites to enhance the online presence of the brands.

Key Contributions:

- Conducted comprehensive research and interviews to create informative blog posts and articles, optimizing content for SEO and establishing brand authority.

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

2021 to 2022

Digital Copywriter

Produced site content and product descriptions for Foster Grant, Gargoyles, and licensed eyewear brands on both FGX and third-party e-commerce platforms like Amazon and Walmart. Adapted tone and style to meet the diverse standards of various brands. Authored scripts for TV infomercials aired on HSN.

Key Contributions:

- Executed all marketing copywriting across channels, including email, SMS, paid social, and print ads.

Confi-Chek (PeopleFinders), Sacramento, CA

2018 to 2021

Digital Copywriter

Collaborated with web developers and designers to implement content and meta data updates. Conducted content outreach and composed informative articles for external link-building. Wrote and designed a monthly digital employee newsletter. Optimized digital content for search engines (SEO) to amplify online visibility and reach target audiences.

Key Contributions:

- Managed site content for 14 B2C and B2B websites, enhancing page quality, readability, and SEO.

- Utilized Google Analytics, SEO crawlers, and other analytical tools to create data-driven content.

YDesign Group (Lumens, YLighting & YLiving), Sacramento, CA Content Marketing Manager (2017 – 2018)

2010 to 2018

Managed an in-house content committee and freelance writers, overseeing projects with detailed creative briefs. Assisted with various Brand Marketing initiatives, including social media, brand positioning, and catalog photo shoots. Utilized analytics to measure content success based on established KPIs.

Key Contributions:

- Produced and edited content for three blogs and websites, fostering relationships with contributing vendors, influencers, and trade partners.

Senior Publisher & Web Image Editor (2014 – 2017)

Managed data specialists for furniture and home furnishings categories, ensuring the timeliness and accuracy of data. Trained data specialists and publishers in data accuracy and presentation standards. Established standards for image and video presentation, proofing pages to enforce consistency.

Key Contributions:

- Produced marketing content for websites and blogs as part of the Lumens Content Committee.

Content Writer & Publisher (2010 – 2014)

Researched and collected data, images, and content to write original product descriptions for lighting, furniture, and home décor products. Conducted competitive research on brand, designer, and product category landing pages. Adapted writing style and tone to suit the unique standards and requirements of different brands and target audiences. Played a key role in creating a positive brand image and effectively communicating the value propositions of various products to the target audience.

Key Contributions:

- Authored/edited articles, SEO content, blog posts, Twitter updates, email newsletters, brochures, catalogs, and print ads.

Additional Experience

Bookseller | Barnes & Noble, Holyoke, MA

Education

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

Technical Proficiencies

SEO analytics using Google Analytics, Seorch, SEMRush, BuzzSumo, and Conductor

Project Management Systems: Asana, Smartsheets, JIRA, Trello, and Basecamp

Website/e-commerce platforms: Salesforce B2C, 3dCart, and Big Commerce

Content Management Systems: WordPress, PIM, Buffer, and SalesLayer

Image Management Systems: Adobe Scene7, Curalate, and Cloudinary

Email Marketing Systems: including Constant Contact and Hubspot

Adobe Creative Suite: including Photoshop Elements and Acrobat

Writing Styles: Chicago Manual of Style and AP style

Others: MS Office, with advanced skills in Word, PowerPoint, and Excel | Google Creative Suite