

# JOCELYN BAIRD

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Seasoned copywriter and editor with 9+ years of experience seeking a mid-to-senior level position with a fast-paced and fun-loving creative team, as well as freelance assignments with individual clients.

## EXPERIENCE

**SEPT. 2019 – PRESENT**

### **CONTENT WRITER, DELTA DENTAL (CONTRACT)**

- Produce written web content for B2C and B2B external audiences, adjusting tone and voice for different audiences.
- Utilize my excellent writing, editing, and proofreading skills to achieve a high level of creative consistency and brand adherence.
- Develop web content and UI copy, paying special attention to UX principles, SEO best practices, and mobile-first focus.
- Collaborate and build relationships with stakeholders across the whole enterprise to improve projects and meet individual department needs.
- Work on multiple projects simultaneously, communicating with my team members as needed to meet short- and long-term deadlines.
- Organize and run meetings with stakeholders and fellow team members to discuss project progress and deadlines.
- Perform competitor analysis research to develop content that is in-line and competitive with similar brands.
- Balance special project work with additional assignments from the creative + brand team.

**MAR 2016 – MAY 2019**

### **ASSOCIATE EDITOR, NEXTADVISOR (A REDVENTURES/BANKRATE COMPANY)**

- In conjunction with many of my Content Writer duties, I edited writers' work to meet our editorial standards and assisted with content calendar planning/implementation.
- Provided feedback and mentoring to help writers improve and grow.
- Took over management of email marketing, overseeing the weekly newsletter.
- Assisted with compliance requests from advertisers and affiliates, as well as website QA.
- Managed our social media channels, including Facebook, Twitter and LinkedIn, boosting our audience engagement and visibility.
- Conducted interviews with national and international publications and radio stations to discuss my research and expert opinion on a variety of topics.

**OCT 2013 – FEB 2016**

### **CONTENT WRITER, NEXTADVISOR (A REDVENTURES/BANKRATE COMPANY)**

- Covered multiple content categories on NextAdvisor.com, from Internet security to credit cards, quickly gaining expertise in each assigned vertical.
- Wrote original feature articles for the blog, product/service reviews, press releases, advertorials, and more.

- Conducted surveys through SurveyMonkey, then analyzed the results for use in infographics and feature articles.
- Began writing and assembling the weekly email newsletter in spring 2014.
- Researched, wrote, and designed all the content for two brand new content verticals on the NextAdvisor.com website – Personal Loans and Small Business Loans.
- Awarded “Writer of the Month” 7 of the 12 times it was offered.

**JULY 2013 – SEPT 2013**

**FREELANCE COPYWRITER, THE CREATIVE GROUP**

- Provided copywriting, editing, and proofreading to agency clients on a contract basis.
- Essex Property Trust: Work for this client project entailed updating the web copy for its west coast apartment communities to reflect new branding.

**AUG 2010 – MAY 2013**

**COPYWRITER/EDITORIAL ASSISTANT, VIRTUCOM GROUP**

- Wrote and copyedited content for multiple brands in a fast-paced, production-driven agency environment.
- Clients included Academy Sports and Outdoors, Best Buy, Home Depot and Walmart Canada.
- Helped develop and maintain style guides for multiple clients.
- Won “Taxonomer of the Month” award while working on a taxonomy project.

**EDUCATION**

2006 - 2010

**B.A. WRITING AND ANTHROPOLOGY, SYRACUSE UNIVERSITY**

Dual major with a concentration in historical archaeology.

**SKILLS**

- Programs/Apps: Adobe Photoshop, Microsoft Office Suite, Wordpress, custom CMS, MailChimp, SurveyMonkey, Google Analytics, Confluence.
- Social Media: Hootsuite, Facebook Business Manager, most social media platforms.
- Basic HTML and CSS skills.
- Familiar with both Mac and Windows.
- Proficient in AP Style; familiar with Chicago.