

# Maryann Fabian

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## Core Strengths

Innovative digital content writer successfully crafts the voice of great brands. Collaborates with stakeholders to understand the customer experience and effectively communicate strategy across all touchpoints on the digital journey —websites, email, blog, video scripts, social media and more.

## Professional Summary

### Fab Content

2010 – present

Freelance copywriting and social media management for a portfolio of clients:

### GSP Companies 1/10 – present

- Help rebrand company to reflect its modern identity. Position for growth with inbound marketing strategy of blogs and emails. Storyboard, direct and edit corporate videos to promote business initiatives. Manage social media strategy of 3 brands (GSP, AccuStore, Great Big Pictures) using Hootsuite. Update managers' LinkedIn pages. Perform regular refreshes of website content to highlight brand strengths, success stories, SEO and more responsive design. Introduce client 7-Eleven to social media marketing. **Result:** 6,400 Instagram views and 22% increase in Slurpee sales.

### The Coca-Cola Company 1/12 – present

- Write and edit content for Coca-Cola Studios, a division of Creative Business Solutions, designed to enable TCCC's 400 business units to focus on key objectives. Amplify critical corporate messages and synthesize concepts in internal app development, video scripting, brochures, team sites, corporate LinkedIn pages and more. Adhere to TCCC brand standards, voice and best practices.

### The Home Depot 6/14 – 2/15

- Pilot project to improve customer experience on THD's e-commerce site (1 mil. products). Create workflow, prioritizing product categories. Flag photography concerns. Identify gaps in messaging and recommend ways to strengthen. Consider multiple customer journeys: drive to store, online, BOPIS. Write/edit compelling product descriptions developing clear brand point of view and ensuring content is error-free. **Result:** \$3.5B, up \$1B YTD.

### Cox Communications 1/13 – 12/13

- Collaborate with product marketing to author content strategy for website relaunch. Understand business strategy. Perform content audit. Use storyboarding to test and ensure correct customer flow, geotargeting message accuracy. Enter new content into CMS. Incorporate SEO keywords, metadata, alt tags. Perform QA.

### **InterContinental Hotels (IHG) 1/12 – 12/12**

- **Increase unique site visits 276% YTD** for IHG Worldwide Sales internal and B2B websites. Enhance UX by adding high-value messaging: blog, videos, FAQs. Partner with UK-based design agency and IT on site updates. Create user manual and provide training to coworkers in different countries. Promote internally through stories on Merlin. Monitor analytics and provide monthly report on usage.

### **Philadelphia College of Osteopathic Medicine - Suwanee 6/12 – 12/12**

- Increase marketing presence of PCOM through banner ads, social media, paid media and updated website. Manage .5 mil budget, designers, photographers and vendors. Direct, shoot and edit videos. Monitor ROI on website and through name recognition surveys. Update crisis communications guide.

### **Magazine Editor at Celebrate Life, Stafford, VA**

**2009 – 2010**

- Assign, edit and approve content for print and web to *Chicago Manual of Style* standards. Create and manage editorial production calendar. Edit president's daily blog. Interview subject matter experts and translate into language our readers would understand.

### **Advertising Copy Manager at Macy's, Atlanta, GA**

**1997 – 2009**

- Manage, mentor and lead staff in high volume/quick-turn environment. Proof, edit and integrate content across multiple channels. Manage production schedule from concept thru on-time completion. Act as brand police over content for consistency, accuracy and legal compliance. Craft style guides. Build relationships with other divisions to share best practices.
- Collaborate with merchants to provide creative marketing solutions that convey trends, make the most of co-op funds, exploit big ideas and launch new products/events cohesively across all customer touch points. Present department's work and relay feedback to teams.

## **Education**

**Lebanon Valley College, Annville, PA** Bachelor of Arts: English major, art minor.

## **Technical Proficiency**

Platform: Mac OS & PC. Applications: Adobe Creative Suite, Microsoft Office, SharePoint, various content management systems, Pardot, Basecamp, video editing, Interwoven Teamsite, HTML/CSS, SEO optimization, Google Analytics, Hootsuite

## **Awards**

2005 CINE Golden Eagle Award, 2006 Telly Award, 2018 ADDY. Subject of Retail Ad World article, *Why Does This Ad Work?*

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