

Becky Smith

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Profile

I'm an innovative copywriter and editor with a strong background in digital content creation, marketing, technology, and publishing. I bring 15 years' experience in these areas to the table, as well as mom jokes, and sometimes pies.

Skills

- Strong copywriting and editorial background
- Social media and advertising campaign development
- E-commerce and e-mail marketing
- B2B and B2C marketing, multi-channel marketing
- 8 years of remote work experience
- Adobe Photoshop, Dreamweaver, Word Press, Camtasia, Eloqua, Magento, Xtensio, PowerPoint, G-Suite, Slide Share, HubSpot, Redmine, and Slack
- Web content writing, landing page creation and management, SEO

Experience

Writer/Editor/Photographer/Content Manager, 08/2009 to Current: *Creative Circle and BeckyMcClellan.com – Remote/Freelance*

- Write and edit marketing copy and creative content for businesses on a variety of subjects for e-mails, web pages, publications, campaigns, and more. Contribute articles on a variety of topics to Charlotte Magazine, Chic, and other and publications.
- Edit copy and web content for businesses and individuals for grammar, consistency, and clarity.
- Photograph and edit high-quality images for my own business, Becky McClellan Photography, as well as other local photographers.
- Built my own photo and writing website, BeckyMcClellan.com, to build up my freelance business.
- Develop marketing campaigns and sales strategies to maximize business success for myself and other businesses.

Marketing Coordinator, 08/2018 to 11/2018: *SitePen – Remote/Contract*

- Created and maintained a social media plan and weekly calendar that contributed to our overall content strategy; Wrote all social media and advertising copy. Coordinated design creation for blogs, social media, newsletters, podcasts, and events. Wrote new blogs and edited engineer blogs for grammar and consistency.
- Produced the bi-weekly TalkScript podcast, wrote scripts, and marketed each episode through blogs and social media.
- Created a monthly newsletter re-cap of our most recent blogs, podcasts, and events, and deployed it through HubSpot.
- Worked closely with our marketing director to design strategies and content that increased our market share in target demographics.

Copywriter and Content Manager, Marketing, 01/2010 to 01/2018: *Business & Legal Resources/M.Lee Smith Publishers – Brentwood, T.N.*

- Wrote innovative marketing copy for this legal publishing company on topics that included healthcare, technology, employment law, human resources, and training. Wrote marketing messaging for numerous mediums, including products, e-mail campaigns, websites, landing pages, blogs, direct mail pieces, social media, and advertising.
- Edited copy for strategy and consistency using house style. Wrote and edited copy for our all-new HR Hero website.
- Developed start to finish marketing strategies and campaigns for a variety of products and events. Built SEO-optimized websites in Magento, ION, and Word Press, and managed content for all marketing sites. Used Adobe Photoshop to enhance landing page images and created graphics as needed. Wrote and distributed press releases and maintained a strong relationship with media outlets.
- Trained team on new technology, and worked heavily in e-commerce and e-mail marketing, building store landing pages and html e-mails, as well as e-mail testing and deployment. Conducted research, checked facts, and pulled data to maintain a high standard in our creative efforts and to determine the approach for matching our product marketing strategy with our target audiences.

Senior Copywriter and Editor, 07/2003 to 06/2008: *Cox Media – Greenville, S.C.*

Wrote and edited copy, corrected grammatical and spelling errors, and conducted research for Barnes & Noble and other publications, and provided constructive editorial feedback to writers.

Education

Master of Science in Journalism, Boston University, 2008;

Bachelor of Arts in Journalism and Mass Communications, University of South Carolina, 2002