

# ALLISON BURKE ZIMMER

alzimmer@gmail.com

561-350-7921

<https://alzimmer.journoportfolio.com/>

<https://www.linkedin.com/in/allison-zimmer/>

Dear Hiring Manager,

I'm Allison and writing and communicating are my superpowers.

In my two years as Senior Content Manager on TVG-Medulla's Marketing team, I drove several key initiatives, including rewriting our website to improve user experience and drive conversion; evolving our organic social content to drive engagement; expanding our presence into TikTok and YouTube shorts; launching our influencer and brand ambassador programs; launching a new pillar-architecture blog to help drive SEO; updating our internal referral materials and email campaigns; updating our event and field collateral; updating our hiring materials; and creating three micro-sites to support our hiring and B2B initiatives.

While at Simon Business School I created more than 200 pages of web content to expand our brand awareness, drive conversion, and optimize our site for search. I created content that contributed to three consecutive years of record-setting admissions applications. While at Xerox, I wrote and managed the award-winning Xerox Small Business Solutions and Channel Connection blogs. I also built strong professional networks that endure to this day.

A former social worker, I excel at understanding the unique needs, perspectives, and pain points that move buyers from awareness to action. I love uncovering the distinctive elements in a brand's story and finding the right messaging and channels to make that story captivating to its audience. Additionally, I have extensive experience with video production including scriptwriting, on-set direction, talent management, and creative direction.

I also possess an innate sense of optimism and enthusiasm (no, really, I'm always happy - it's not as irritating as it sounds) and am a dedicated and collaborative team player. I love what I do, and it shows.

I would love to learn more about this role, and whether my skills and experience could be the right fit for your team.

Sincerely,

Allison Burke Zimmer

# Allison Burke Zimmer

Writer & Senior Content Manager

📍 127 Underwood Ave  
Hilton, NY 14468

✉ alzimmer@gmail.com

🌐 alzimmer.journoportfolio.com

🌐 / <https://www.linkedin.com/in/allison-l-burke/>

📞 561-350-7921

## PROFILE

As a writer and Content Manager, I am the force behind content that engages, converts, and creates a customer great experience. I am a pro at helping companies increase their online presence and connect with their audience. What do you want to share with the world?

## SKILLS

### Copywriting

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### Content Strategy

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### SEO

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### Creativity

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### Leadership

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### Brand Management

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## EDUCATION

Masters in Social Work  
**SUNY Albany**

BS in Social Work &  
Women's Studies

**Niagara University**

## WORK EXPERIENCE

### SENIOR CONTENT MANAGER

#### *TVG-Medulla*

June 2022 - present

- Content strategy, including identifying target audiences and determining key messaging by channel
- Content creation, including copywriting, editing, and working with designers and external vendors to develop engaging, high-quality content
- SEO strategy, including setting best practices, conducting keyword research, optimizing metadata and headlines, and ensuring content is easily discoverable by search engines
- Social media management (organic) including content creation, social scheduling, social listening, and using analytics to drive strategy
- Video production, including scriptwriting, on-set direction and creative direction

### SENIOR COPYWRITER

#### *Simon Business School*

August 2014 - March 2019

- Content strategy
- Copywriting for print and digital
- Internal communications
- SEO management
- UX design

### COMMUNICATIONS SPECIALIST

#### *XEROX*

March 2019 - June 2023

- Writing, and editing the award-winning Xerox Small Business Solutions and Channel Connection blogs
- Translating product and program specifications into compelling, insights-led customer benefits
- Development and execution, internal communications including quarterly reporting, webcasts, C-suite communications

### SR. COPYWRITER/SOCIAL MEDIA MANAGER

#### *MK Marketing Group*

September 2009 - June 2013

- Copywriting for print and digital with a strong focus on brand development
- SEO optimization
- Organic social content & analytics