

MEKENNA EPPERSON

✉ 88keys94@gmail.com

☎ 385-246-7262

📍 Orem, UT 84097

SKILLS

Digital/Traditional Marketing Writing & Strategy

Keyword Research & SEO

Original Insights & Thought Leadership

Brand Voice Development

WordPress, Microsoft Office, Google Suite

Cross-Functional Collaboration

Editing & Proofreading

AP Style

Competitive Analysis

Issues Resolution

KPI Tracking

Leadership & Staff Development

Project Coordination

Client Relations

Academic Writing

Policy Analysis

Interviews & Reports

Opinion Writing

Regulatory Compliance

Objectivity

Persuasive Communication

Fluent in Tagalog Language

EDUCATION

Liberty University

Lynchburg, VA • 04/2023

M.S. POLITICAL SCIENCE

- Graduate With High Distinction
- 4.0 GPA
- Ranked in Top 10% of class

Brigham Young University

Provo, UT • 12/2017

B.A. LINGUISTICS

INTERNSHIP

- Writing Intern (Politics), Biasly - January 2023 to April 2023

PROFESSIONAL SUMMARY

I'm a prolific thought leadership copywriter and brand storyteller with 7 years of copywriting, editing, and leadership experience at some of Utah's highest-ranked marketing companies. I take pride in helping businesses find their voice and make genuine connections with audiences. My experience ranges from mom-and-pop startups to Fortune 500 companies spanning SaaS, consumer goods, healthcare, finance, law, politics, wellness, home services, and many other industries. I welcome new challenges to learn and grow in a positive and energetic environment.

WEBSITES, PORTFOLIOS, PROFILES

- 88keys94.journoportfolio.com
- <https://www.linkedin.com/in/mekenna-e-713346141/>

WORK HISTORY

Avalaunch Media - 4 yrs 10 mos

Director of Copywriting • *Lehi, UT* • 05/2019 - Current

Responsibilities

- Oversaw well-being, satisfaction, and ongoing education of 5 writers through regular feedback, training, and one-on-ones. Responsible for delegating, fulfilling, and assuring quality of 200 hours worth of copywriting work each week.
- Produced assets for traditional and digital marketing campaigns for all client sizes and types, focusing on research, user experience, and thought leadership.
- Worked with team to create in-house style guide and standard operating procedures and institute fair performance metrics to accurately measure productivity.
- Improved client satisfaction by providing dedicated writers and brand voice coaching to ensure consistent quality output.
- Provided staff growth opportunities by restructuring team to provide promotion opportunities.
- Invested in new team quality and efficiency tools to ensure best possible product.

Achievements

- Improved company-wide performance by working with CEO to institute performance quality rubric to measure and assess performance against company standards.
- Won company-wide tagline contest (now being used as brand's mission statement).
- Rolled out political campaign marketing as new service after earning my MS in Political Science.
- Learned and managed social media for clients in 2-month absence of social media manager.
- Utilized personal network to refer and secure biggest client partnership in company history, leading to addition of three new Avalaunch services: traditional marketing, focus groups, and fractional CMO.
- Some well-known brands I've achieved results for: Experian, the LA Times, Mountain America Credit Union, Staples, Western Governors University, Blendtec, Young Living.
- Promoted twice in 2 years from Senior Copywriter to Content Manager to Director of Copywriting.
- Saved company money by vetting and building affordable freelance network and integrating contractors into workflows instead of hiring full-time; cross-trained copywriters on SEO and social media to assist with other teams' workloads; trained team on proper use of AI tools to improve quality and efficiency without relying on tool.
- Volunteered to oversee all internal company publications: researched, wrote, and published weekly content on company blog; wrote 50 industry service pages and case studies; overhauled service pages for SEO; strategized with ownership in creating marketing assets to usher in new focus group platform, fractional CMO offering, and CSR initiatives; created assets during COVID-19 to show clients importance of continuing with marketing efforts.
- Five-time employee of the month winner and two-time end-of-year award winner.
- Helped hundreds of blog posts rank in positions 1-3 on Google SERP.
- Worked with SEO team to pivot from keyword ranking focus to user experience for high-performing content.