

KAYLIE ANN PICKETT

Copywriter

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📍 Indianapolis, IN



ABOUT ME

A wordsmith, researcher, and storyteller – I can help you tell your story, too. Want to see some samples? Read my writer's portfolio at www.kaylieannpickett.com

EXPERIENCE

Senior Copywriter

sMaac Digital Marketing

📅 02/2018 - Ongoing 📍 Indianapolis, IN

- Authored high-impact web copy, taglines, original content, and marketing materials for 14 companies across 9 diverse industries
- Researched and identified new consumer trends
- Compose email campaigns with open and click rates consistently higher than industry averages
- Spearheaded B2B/B2C client interviews, crafting brand story and maturing brand voice

Content Writer

Freelance

📅 03/2016 - Ongoing 📍 Remote

- Exceeded the unique needs of every client by researching and transforming complex materials into engaging, reader-friendly content
- Cultivated diverse portfolio including nonfiction eBooks, editorial essays, [auto]biographies, fictional long-form and short stories, blogs and articles, press releases, white papers, and speeches
- Coordinated with agency teams and graphic designers to optimize aesthetics and content marketing strategies

Researcher and Writer

Ultius

📅 05/2015 - 05/2017 📍 Remote

- Researched and wrote complete academic materials on diverse upper-level subjects
- E.g., nursing, political science, modern and classic literature, world history, biology, criminal justice, international relations, psychology, agriculture, and neuroscience

MOST PROUD OF



Email Open Rates

Outperforming industry averages by up to 51.7%



Email Click Rates

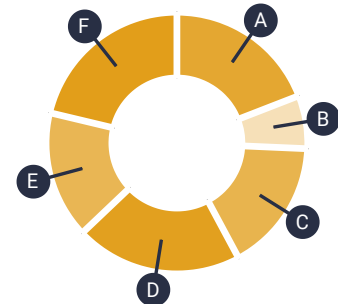
Surpassing industry averages by up to 31.6%



Dorliss Gott Armentrout Award

2016 winner for best short-story fiction

MY TIME



- A Content Strategy
- B Client Contact
- C Brainstorming
- D Data Analysis
- E Creative Writing
- F Research, Research, Research

EXPERTISE

Integrated Marketing



Communication and Collaboration



Diversity and Adaptability



EXPERIENCE

Content Project Manager

Brick Street Poetry

📅 01/2015 - 08/2015 📍 Zionsville, IN

- Directed and coordinated publication of state council commissioned, "Mapping the Muse: A Bicentennial Look at Indiana Poetry"
- Surpassed nonprofit fundraising goals via email marketing campaign
- Successfully organized community participation leading volunteers from public schools, libraries, literary groups, and nonprofits in all 92 Indiana counties
- Increased attendance rates and participation to fundraising events, monthly literary readings, and city-wide community art projects via Twitter and Facebook social

Content Committee Chair

University of Indianapolis

📅 01/2014 - 12/2015 📍 Indianapolis, IN

- Headed literary events committee and delegated team tasks
- Recruited speakers, coordinating directly with authors and agents
- Secured host venues, seating, and event foods and refreshments at no cost
- Directed event flow; e.g., stage times for speakers, MCing, and Q&A

Social Media Content Writer

Kellogg Writer's Series

📅 08/2014 - 01/2015 📍 Indianapolis, IN

- Facebook social page management and events promotion
- Organized hotel accommodations, meals, and transportation for authors/poets Jeffrey Condran, Todd David, Michael Martone, Karen Gettert Shoemaker, and Katie Coyle
- Composed online author bios and introductions for book releases and literary events

REFERENCES

Available upon Request

EDUCATION

BA Political Science

University of Indianapolis

📅 08/2013 - 05/2016

GPA

3.7 / 4.0

MFA Creative Writing

University of San Francisco

📅 08/2016 - Ongoing

TOOLBOX

SEO Practices

WordPress

BuzzSumo

MailChimp

HubSpot

Adobe Pro

Microsoft Office

CERTIFICATION

Content Marketing Certified

HubSpot Academy

Inbound Certified

HubSpot Academy