

# A M A N D A S C H O E P P

(née Keefe)

ST. LOUIS, MISSOURI

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[LINKEDIN](#) | [PORTFOLIO](#)



## ABOUT ME

- Editor, proofreader and award-winning writer with 13 years of expertise
- Expert in copy editing/proofreading at agencies, other marketing environments and newsrooms
- Expert in copywriting, including SEO keyword optimization
- Thorough knowledge of AP Style, grammar, sentence structure and syntax
- Experience in establishing in-house marketing style guides for tone and brand
- Strong understanding of several industries and markets, ranging anywhere from education to hospitality to healthcare to data privacy
- Skilled in brand strategy, content marketing, campaign development and general publication production
- Highly experienced in fast-paced, deadline-oriented settings
- Previous background in journalism, as well as managing communications, print and social media strategies

## COMMUNITY

### COVID vaccine center volunteer

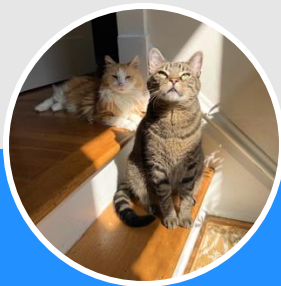
2021, St. Louis

### Missouri election judge

2020 Presidential Election

### Literacy tutor

2016–2018, Normandy School District



## FUN FACT

I work hard so my boys — Jerry Lee and Charlie — can lead a rich life of endless catnip, all-they-can-eat wet food and devastatingly long cat naps.

## WORK EXPERIENCE

NOW  
2023

### DIGITAL CONTENT EDITOR HYATT HOTELS CORPORATION

REMOTE/ST. LOUIS

- Edit and proofread copy for Hyatt's ongoing brand migration across its many hotels and their respective websites
- Apply Hyatt's in-house style and AP Style to all edits

2023  
2020

### LEAD COPYWRITER & EDITOR COLIBRI GROUP

REMOTE/ST. LOUIS

- Wrote marketing copy for Colibri's in-house and acquired education brands
- Produced copy for campaigns/collateral across multiple channels, including email, web copy, paid ads, direct mail, podcast ad scripts and more
- Edited copy for grammar, syntax, context, AP Style and SEO optimization
- Collaborated with marketing managers, designers and brand ambassadors to produce fresh, relevant copy
- Established best practices for copy and in-house style for Colibri Group's family of brands

2020  
2015

### EDITOR INTERO DIGITAL CONTENT & PR DIVISION

ST. LOUIS, MO

- (*formerly Influence & Co., a content marketing agency*)
- Edited and created content that fueled companies' content marketing efforts, positioning them as influencers in their industries
- Prepared, edited, proofread and distributed articles targeted at hundreds of publications on behalf of our clients
- Ghostwrote articles for clients and the company's former CEO
- Edited copy for grammar, in-house style, AP Style and SEO

2023  
2014

### FREELANCER: COPYWRITING, EDITING, REPORTING

- Copy editor/proofreader, Hapacity Marketing (2023)
- Ghostwriter and proofreader, Osano (2022–2023)
- Copywriter, Talkable (2021)
- Copywriter, Timmermann Group (2019)
- Reporter, Alton Telegraph (2014–2015)
- Reporter, News Magazine Network (2014)

2015  
2014

### PRINT & SOCIAL MEDIA COORDINATOR BETA GAMMA SIGMA

ST. LOUIS, MO

- Produced written content for monthly exchange, bi-annual magazine, the company blog and more
- Maintained all social media platforms, aggregated content for those platforms and engaged a following of thousands
- Edited content for print and web publications using in-house + AP Style

2014  
2012

### REPORTER REPUBLIC-MONITOR

PERRYVILLE, MO

- Reported and photographed local news and feature pieces twice a week
- Copy edited and proofread the newspaper using AP Style prior to publication
- Managed the newspaper's website and social media platforms

## EDUCATION

Bachelor of Arts in Journalism | Webster University | St. Louis, MO

# Skills Breakdown

## Quick facts

### Hard skills

- Copy editing: expert-level knowledge of AP Style
- Proofreading: 13 years' experience proofing for grammar, syntax, style and punctuation
- Copywriting: short-form copy (email, UX web copy, social and print ads, direct mail pieces, etc.)
- Blog copywriting, especially for SEO keyword optimization
- Emphasis in B2B and B2C messaging
- **Industries I've written or edited for:** hospitality, hotels, real estate, appraisal, teacher education, healthcare, data privacy, referral marketing, content marketing, AI and AR, fintech, auto, wellness
- Interviewing and writing for thought leaders/subject matter experts

### Soft skills

- Brand realization + in-house style guide creation
- Copywriting for social media (Facebook, LinkedIn, Instagram)
- Original background in journalism/reporting/newspaper design
- General knowledge of Chicago Style

### Program proficiencies

- Microsoft Office/365 (Word, Excel, PowerPoint, etc.)
- Microsoft Outlook, SharePoint, OneDrive
- Google Suite (Docs, Sheets, etc.)
- Messaging systems: Slack, Teams, Skype, etc.
- CMS systems like Jira and ClickUp
- Zoom
- Adobe Acrobat
- HubSpot (email creation, specifically)
- Canva