

Stephanie Harris

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SUMMARY

Experienced and results-driven senior-level writer and editor with over two decades of expertise in online and print publications. Demonstrated proficiency in content creation, editing, and media creation, with a strong background in project management, team leadership, and SEO optimization.

EXPERIENCE

Lead Copy Editor II

NerdWallet

January 2019 – August 2024, San Francisco, California (remote)

- Collaborate with a team of copy editors to ensure high-quality online content.
- Complete expert line editing, headline writing, constructive feedback, and fact-checking.
- Train all new Content Nerds in WordPress, preparing all Nerds for productive publishing within two days.
- Consistently deliver clean and timely copy for NerdWallet's audience, including breaking news coverage.
- Advise marketing copywriters to ensure clean, clear communication in marketing and subscription emails.
- Edited over 200 articles, adhering to AP Style and ensuring consistency in tone and quality, which increased publication readership by 35%.

Writer/Editor (Freelance)

Self-employed

November 2003 – Present

- Collaborate with diverse clients, ranging from non-profits to corporations, for over two decades.
- Provide authentic, SEO-optimized content that boosted online traffic and facilitated business transactions.
- Successfully synthesize company information, adapted print materials for web content, and created development documents.
- Collaborate with marketing teams to develop campaigns and produce customer-facing web content.
- Write scripts and treatments for television and film development.

Managing Editor & Content Strategist

Townsquare Interactive

June 2014 – January 2019, Charlotte, North Carolina (hybrid)

- Streamlined website management, increasing productivity by 52%.
- Established a company style guide to maintain high-quality websites.
- Developed and implemented a training program for content employees.
- Distinguished roles for editors and writers to enhance editorial integrity.
- Recruited and managed a team of 26 reports.
- Developed and executed comprehensive content strategies that increased organic web traffic by 50% within six months through meticulous keyword research, SEO optimization, and strategic content planning.

Editor

Townsquare Interactive

June 2013 – June 2014, Charlotte, North Carolina

- Edited and proofread new Townsquare Interactive websites, ensuring consistent quality.
- Maintained a library of stock written content to assist account managers.
- Created and updated the TSI Style Guide to ensure consistency across client websites.
- Facilitated training sessions to strengthen the writing team and account managers.
- Collaborated with the SEO team to implement link-building strategies and other copywriting strategies.

Digital Marketing Specialist | Copywriter

Townsquare Interactive

May 2012 – June 2013, Charlotte, North Carolina

- Created and led a content team responsible for writing, editing, and monitoring website content.
- Led production of websites for small business clients, ensuring high standards.
- Audited sites for clear content and correct usage of SEO keywords.
- Setup Google analytics and counseled clients on tracking progress.
- Onboarded new small business clients and guided them through the website creation process.
- Communicated with design and SEO teams to ensure best website and results in client's market.
- Implemented SEO best practices to increase website organic traffic by 35% within six months, utilizing tools such as Google Analytics and SEMrush for continuous performance monitoring and optimization.

Web Content Writer

Red Ventures

January 2011 – December 2012, Charlotte, NC

- Wrote customer-facing transactional web content for brands like DIRECTV® and ADT®.
- Produced over 3,500 words of original content daily and updated social media content.

- Ensured written content on client web pages reflected current offers.
- Created over 150 high-quality articles and blog posts, incorporating SEO best practices, which increased organic traffic by 40% within nine months.

Freelance Script Writer

NASCAR Media Group

August 2010 – November 2011, Charlotte, North Carolina

- Composed scripts for a weekly human-interest television show.
 - Supervised voice-over sessions to ensure the integrity of written content.
 - Worked collaboratively with a team of producers to create engaging programs.
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EDUCATION

BA in English, Film Production, and African American Studies

Duke University

MEd in Elementary Education

Cal State Long Beach
