

SYBLE HARRISON

Senior Copywriter | Expert GPT Creator | Content Strategist & Director

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SUMMARY

In the modern realm where stories sell, I'm a master of magnetic click-ability and a magical conjurer of high-converting campaigns. Over the last 15+ years, I've mastered the ability to transform naturally dull messages into irresistible narratives that captivate and convert—both B2B and B2C. I've worked across media channels and know how to innovate no matter how fast the pace or high the bar.

I've led agile teams through next-level initiatives that resurrected dying brands and breathed life into new ones. Leading with content design and UX/UI, I've helped launch dozens of websites from the ground up. I know how to use the latest tech tools to boost ROI, maintaining effectiveness without ever compromising originality, voice, and human heart.

My journey has taken me on a twisting, turning adventure of epic experience-inducing proportions—from senior-level quality rating for Google, editing academic journal articles for Scribendi, and running full-scale campaigns for ad agencies to pioneering a high-performing content team for #1 WordPress recurring-revenue tool MemberPress. I know how to revolutionize marketing strategies, shatter KPIs, blast benchmarks, and have fun doing it!

RECENT ACHIEVEMENTS

110% Revenue Increase

Strategic interventions turned 3 zero-revenue product blogs into moneymakers & increased an underperforming blog's profit by 2X in <2 years

100% Faster, Infinitely More Innovative

Inspired the incorporation of AI into "AI-apprehensive" team's workflow, boosting production by >100% & unlocking bandwidth for innovation

0-7 In Under 3

In <3 years, developed the first-ever MemberPress content team from the ground up, growing it into an always-smiling, 7-member, KPI-killing machine

80% More Revenue & Visibility

Led creative content deliverables for Black Friday campaigns, exceeding KPIs & boosting sales/visibility for 3 consecutive years

STRENGTHS



PERSUASIVE—able to change minds



CREATIVE—able to find a connection



COMPASSIONATE—really wants to help



CURIIOUS—wants to know the answer



ANALYTICAL—takes apart everything



CONFIDENT—fears (almost) nothing



RESOURCEFUL—has a will, finds a way



AUTHENTIC—what you see, you get



OPTIMISTIC—the glass? Overflowing



SCRAPPY—has had to earn everything



ENERGETIC—fast (not furious)



ADAPTABLE—human Swiss Army Knife

CORE QUALIFICATIONS (CONT)



15+ Years Of Copywriting/Content/Strategy Experience

In both agency & client-side environments; all fast-paced; industries spanning healthcare, health & wellness, fitness, education, technology, agriculture, fashion, beauty, oil & gas, alternative energy, entertainment, more



Remote Work & Leadership Success

15+ years in a remote capacity; built & led teams; managed a multitude of marketing campaigns successfully

CORE QUALIFICATIONS (CONT)

✓ Pro Communicator

Documented mastery of communicating ideas clearly in writing, presentations, & brainstorming sessions; proficient in all written formats: content, copywriting, newspaper, press releases, magazine, SEO, blog, white papers, ebooks, storytelling, press releases, email, web content, print, billboards, scripts, legal/compliant; proficient in all topic areas

✓ Expert Collaborator

Skilled in rapid-refinement collaboration via creative review & course analysis w/ teams & leads across agency & freelance environments; know how to inspire flow of ideas & groupthink

✓ Agile & Flexible

Skilled at leading teams to create campaigns that resonate & drive ROI; ready to flip the direction on a dime and still deliver on time

✓ Not Left Aimless By Ambiguity

Enjoy the challenge of navigating & resolving uncertainty

✓ Passionate Learner, Quick Creator

Confirmed ability to master multiple subjects & sectors *fast*, then formulate effective, targeted copy and content well within deadline

✓ Legal Ease: Expert At Compliant Communication

Proficiency developing compliance-approved content/copy, assuring nuanced conformity & consistent application

✓ Know (Most Of) The Tools & Can Learn Any

Proficient w/ Google Suite, Slack, Windows OS, Loom, Zoom; experience w/ macOS & more

SKILLS

Copywriting & Creative

Storytelling	Display Ad Copywriting	Direct-Response Copywriting	Web Copywriting	
Social Media Copywriting	Headline Writing	Microcopy writing	Compliance Writing	
Creative Conceptualization	Talent Scriptwriting	Radio Scriptwriting	TV & Video Scriptwriting	
Writing Case Studies	Generative AI	AI Prompt Engineering	Brainstorming	Creative Direction
Cross-Functional Collaboration				

Content & SEO

Content Management	Content Writing	SEO Writing	On-Page SEO	Content Optimization
Content Design	UX/UI	Messaging Frameworks	Web Architecture	Content Strategy

Digital Marketing & Advertising

Multi-Channel Campaign Creation	Lead Funnels	VSL Funnels	Lead Nurturing	Email Marketing
A/B Testing	Social Media	Digital Strategy	Digital B2B & B2C	Influencer Outreach

SKILLS

Traditional Marketing & Branding

Brand Management

Brand Naming

Marketing Research

SWOT Analysis

Target Research

Developing Personas

Outdoor Advertising

Radio & TV Spots

Traditional B2B & B2C

AP Press Releases

Outreach

Editing & Proofreading

Developmental/Structural Editing

Editing for Concision

ESL Editing

Fact-Checking

Plagiarism Verification

Data Analysis

Management & Leadership

Empathic Leadership

Dynamic Leadership

Creative Direction

Project Management

People Management

Conflict Resolution

Recruiting

Interviewing

Public Speaking

Delivering Pitches

Mentoring

Change Management

Organizational Design

Miscellaneous

Video Conferencing

Time Management

Agile

Developing Budgets

Agency RFPs

Custom GPT Creation

TOOLS

Google Suite

Google Analytics

MS Office Suite

Loom

ActiveCampaign

SurveyMonkey

ConstantContact

Drip

ChatGPT

OptinMonster

MonsterInsights

Yoast

Ahrefs

AIOSEO

MemberPress

Pretty Links

Semrush

Hootsuite

Social Management Platforms

CRM Platforms

Canva

YouTube

Social Media Platforms

Hubspot

Asana

Basecamp

Trello

Buzzsumo

Windows OS

macOS

Zapier

WordPress

Strive

AnswerThePublic

HARO

Figma

EXPERIENCE

01/2024 - Present

Remote

• Copywriter & Creative Consultant

Engenious University (Contract)

- Manage projects for B2C clients; full-scale branding; crafting and executing high-converting content campaigns with assets including web copy, display copy, blogs, FAQs, landing pages, paid social media, knowledge base/help/support documentation, videos, outdoor, white papers, ebooks, online courses, lead magnet elements, etc.
- Provide content design, copywriting, web content, blogging, digital ad creation, and email marketing services across industries
- Use AI tech (i.e. ChatGPT and Custom GPTs) to optimize content creation to deliver efficient and effective campaigns, retaining originality and voice
- Draw upon SEO-writing expertise and knowledge gained developing quality standards at Google to identify content refinements that maximize search ranking
- Regularly research insights and best practices delivering informed, effective results

07/2020 - 02/2024

Remote

• Creative Content Manager

MemberPress

🔗 <https://memberpress.com/>

- Built a versatile content team comprising content writers, copywriters, and video editors, whose cross-channel campaigns consistently exceeded expected ROI by 200-300%
- Delivered strategic leadership transforming marketing deliverables for MemberPress and its 5 sister products
- Led B2C and B2B data-driven campaigns comprising web copy, display copy, video scripting, directing, and VSL funnels, blogs, FAQs, landing pages, paid social media, knowledge base/help/support documentation, outdoor, white papers, ebooks, online courses, lead magnet elements, direct marketing deliverables; direct email marketing, etc.
- Led full-scale product and new feature launches across various media, setting new benchmarks in content-based revenue
- Led two software product rebranding campaigns, which included creative leadership, full website content design (UX/UI), paid social and Google Ads, on-site banner advertising, long-form content, email marketing, push and in-plugin notifications, and paid video ads
- Conducted research and subject-matter expert interviews and designed and implemented a full-scale R&D survey to better understand users' needs
- Incorporated R&D survey findings in marketing initiatives, increasing engagement 20% and reducing churn 15% within 5 months
- Designed campaign assets and administrative playbook for promotional campaigns that reduced production time by over 100%, boosting revenue and earning company-wide acclaim
- Managed deliverables for the annual Black Friday campaigns, exceeding KPIs and propelling sales and brand visibility for all 5 products 3 consecutive years

01/2019 - 07/2020

Remote / Lake Tahoe Area

• Content Director

DAE&Co.

🔗 <https://www.daeandcompany.com/>

- Spearheaded development of brand messaging strategies, enhancing brand identity, increasing market penetration and brand awareness 25% within the first year
- Led cross-functional teams in the conceptualization and execution of marketing campaigns, integrating SEO and content marketing best practices boosting organic search 50%
- Collaborated with design and product teams to create cohesive, brand-aligned visual and textual content and copy in various media, enhancing UX and achieving a 30% higher product launch success rate
- Implemented data-driven content optimization strategies by analyzing performance metrics, leading to a continuous improvement loop for content engagement and ROI on marketing spend
- Championed brand voice and storytelling, ensuring consistency across all communication channels, solidifying brand loyalty and customer retention
- Provided mentorship and leadership to junior copywriters and content creators, fostering a culture of excellence, innovation, and continuous learning
- Conducted in-depth market research and competitor analysis to inform content strategy, ensuring brand positioning was sharply differentiated and resonated with desired demographics

ADDITIONAL EXPERIENCE

01/2005 - 01/2019

In-House & Remote

- **Senior Copywriter / Brand Manager Positions**
Echo-Factory | SJ Marketing | Right Angle
 - Collaborated across teams to deliver 360° marketing / branding campaigns in various industries; including: B2C and B2B, information & tech, SaaS, food & beverage, oil & gas, energy & utilities, consumer goods, financial services, media & entertainment, automotive, chemicals, pharmaceuticals & healthcare, construction & real estate, education & training, and hospitality & tourism
 - Led creative brainstorming sessions to develop effective strategies aligned with client goals
 - Conceptualized and wrote copy and content for print, outdoor, and out-of-home (OOH) marketing deliverables
 - Sales funnel creation, management, and optimization
 - Wrote and directed talent scripts, radio scripts, and TV scripts for YouTube and broadcast ad spots; developed and implemented direct marketing campaigns including in-store and convention deliverables, web copy, print
 - Developed messaging frameworks for web; crafted pitches based on RFPs and participated in delivery to potential clients
 - Conducted market research, developed personas, and built full-scale marketing reports for client presentations
 - Lead social media copywriter for Cedars Sinai Kerlan-Jobe institute: wrote regular social posts subject to compliant language, optimized social profile content
 - Lead copywriter for ePreop/Provation medical management software: worked with cross-functional teams to conceptualize and produce multi-channel campaign deliverables

01/2010 - 01/2013

Remote

- **Senior Internet Content Quality Analyst**
Google
 - Analyzed/evaluated web content to tune Google's quality algorithm
 - Helped develop E-E-A-T standards
 - Wrote keyword relevance analysis reports
 - Reported to/advised stakeholders on special projects

12/2013 - 03/2015

Remote

- **Editor**
Scribendi | Editing & Proofreading
 - Worked on extremely tight deadlines to edit hundreds of native- and ESL-written short- and long-form pieces of content, including academic journal articles and financial sector research white papers
 - Conducted structural/developmental content editing to assess and shape overall structure, including flow, pacing, and organization, and to ensure clear and engaging narrative and/or argument structure
 - Verified the factual accuracy of content in historical, technical, and other materials requiring specialized knowledge
 - Ensured consistent use of terms, definitions, and style
 - Stripped away unnecessary verbosity without losing the intended meaning in short- and long-form content (editing for concision)
 - Followed various style guides (Chicago, IEEE, AP Style Guide, etc.)
 - Liaised with stakeholders (native and ESL writers) in various industries, including tech, health care, politics, manufacturing, chemistry, and bio-sciences, to ensure accuracy and effectiveness

EDUCATION

- **Bachelor of Arts in Anthropology & English**
California State University
GPA 4.0 / 3.7

CERTIFICATES & AWARDS

AI in Marketing – Coursera Credential

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Cum Laude

California State University, San Bernardino