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Boise, ID

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PROFESSIONAL SUMMARY: Results-driven Copywriter, Content Writer, and SEO Specialist with over 5 years of experience creating compelling, high-converting content for eCommerce, SaaS, retail, and digital brands. Expertise includes SEO optimization, UX copywriting, technical documentation, and brand strategy. Proven ability to increase engagement, improve conversion rates, and enhance brand visibility through tailored content strategies across B2B, B2C, and DTC platforms. Proficient with AI content tools, CMS platforms, and analytics to inform data-driven content decisions.

EMPLOYMENT

Senior Communications

Specialist

Canyon County

March 2026-Present

- Developed and implemented comprehensive communication processes and strategies, resulting in increased transparency and alignment with organizational goals set by the Director and Board of County Commissioners (BOCC).
- Crafted and disseminated press releases, social media content, and external communications, significantly enhancing public awareness and engagement across platforms including Facebook, Instagram, Nextdoor, X, and YouTube.
- Applied SEO and UX best practices to optimize the Canyon County website, leading to improved information accuracy, enhanced user experience, and increased constituent accessibility.

Senior Copywriter

Red Aspen

August 2023-November 2025

- Produced concise, creative, and scroll-stopping B2C and DTC digital content, including landing pages, blogs, digital ads, website content, email marketing, video scripts, YouTube content, and product copy.
- Applied UX copywriting and SEO best practices to boost organic visibility, resulting in a 40% increase in customer retention, 23% decrease in bounce rate, and 27% increase in session duration.
- Crafted compelling headlines and CTAs aligned with brand voice, significantly improving conversion metrics across digital channels.

Digital Content Writer

Velox Media

May 2021-February 2023

- Researched and authored 40+ monthly content articles for a variety of B2B and B2C verticals including beauty, skincare, fashion, footwear, restaurants, wellness, maternity, manufacturing, and business operations.
- Implemented SEO best practices across branded websites and landing pages, with a focus on increasing site traffic, bringing more qualified leads, and driving conversions.
- Crafted clear and compelling marketing content, including engaging headlines, meta descriptions, and strong calls-to-action consistent with VELOX Media's brand voice and tone.

Digital Copywriter

Cougar Mountain Software

November 2020-May 2021

- Generated SaaS-focused digital content, including landing pages, email campaigns, how-to guides, blogs, digital ads, website content, and YouTube marketing materials.
- Utilized UX Copywriting, Technical Writing, and SEO best practices to translate complex enterprise accounting system software features and concepts into clear, concise, and user-friendly documentation.
- Focused on direct-response marketing copy consistent with Cougar Mountain Software's predefined brand voice and tone.

Digital Copywriter

i-Blason LLC

May 2019-March 2020

- Crafted clear, attractive copy to promote i-Blason and SUPCASE products across branded websites and

landing pages, with a focus on increasing qualified leads and conversions.

- Collaborated with i-Blason team members to create engaging digital content for a variety of projects including web, mobile, social media marketing materials, and digital ad content across YouTube, Amazon, and Instagram.
- Strengthened consumer perception of i-Blason and SUPCASE products by ensuring consistent, accurate use of brand identity across all digital channels.

Media Editor

CBS Corporation

August 2017-May 2019

- Managed ingest, quality control, and editing of broadcast materials across multiple networks including CBS Corporation, Katz Media Group, Sony Network Entertainment, MAVTV, and Entertainment Studios.
- Operated routers, patch bays, waveform monitors, Vector scopes, and encoding equipment.
- Trimmed programming and recorded timing information into the server database, providing coverage for Master Control Library and Media Coordinators as needed.

Content Writer

izi.TRAVEL

March 2016-March 2018

- Authored and edited engaging historic walking tours and travel content for the izi.TRAVEL multimedia platform, connecting cities, museums, and their stories with travelers across the globe.
- Worked closely with SEO and Microsoft Office software to research and compile exciting information regarding peculiar local legends, mysteries, monuments, and Historic National Landmarks.
- Ensured timely delivery of high-quality content across a wide range of tourism destinations including Chicago, Denver, New Orleans, Niagara Falls, San Diego, and more.

Editor/Quality Control Specialist

ListenUp Audiobooks

March 2013-March 2018

- Improved editing and quality control standards, ensuring high-quality audio and content deliverables for major publishers including Audible, Random House, Macmillan Publishers, and Hachette Book Group.
- Worked extensively with Pro Tools, Adobe, and Microsoft Office to edit and finalize content.
- Managed deadlines and client expectations across diverse audiobook titles and genres.

EDUCATION

Carrollton, GA

University of West Georgia

August 2008-May 2012

- **Bachelor of Arts in English (Creative Writing Minor)**

University of West Georgia

CORE SKILLS & TECHNICAL EXPERIENCE

Digital Content Creation, Copywriting, UX Copywriting, SaaS Copywriting, Copy Editing, Search Engine Optimization, Keyword Research, AP Style, Project Management, Web Copy, Email Marketing, Targeted Emails, Social Media Marketing, SMS, Product Research, Brand Strategy, Brand Voice Development, Brand Tone Guidelines, Brand Identity, Storytelling, Communication, B2B Digital Content, B2C Digital Content, DTC Digital Content, Advertising, Web Publications, eCommerce, Technical Writing, Markdown, Proofreading, Research, Creative Problem-Solving, Digital Media, Paid Ads, Video Editing, Video Scripts, Video Captions, WordPress, Content Management Systems, Facebook, Instagram, YouTube, Amazon, Microsoft Word, Microsoft Excel, PowerPoint, Shopify, Sprout Social, Magento eCommerce, Outlook, Adobe Illustrator, Adobe Acrobat, Adobe FrameMaker, Adobe Experience Manager (AEM), Canva, Aspera Software Asset Management, Pro Tools Avid Technology, Vantage Telestream, Campaign Marketing, Sales Collateral, Google Suite, AI Tools, ChatGPT, DeepAI, Surfer AI, Jasper AI, Claude, Gemini, Wiki, Grammarly, Hemingway Editor, Content Maintenance, Knowledge Base Content Development, GitHub