



Jennifer Diffley

SENIOR COPYWRITER

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- jenniferdiffley.com

EDUCATION

- BA / English**
Brigham Young University
2002 - 2006
- MFA / Creative Writing**
New York University
2007-2009

EXPERTISE

- Content Marketing
- SEO Strategy
- Content Optimization
- UX Copywriting
- Skyscraper Content Writing
- Social Media Marketing
- HTML and UX
- B2B Content Production
- Print Copy and Campaigns

Magical purple-haired content wizard. Proficient with developing and implementing long-term content marketing strategies, from the beginning stages of competitive analysis and SEO research to managing a CMS. Exceptional storyteller, capable of producing high-quality material under even the tightest deadlines. Adept at SEO conventions and copywriting/legal procedures. Deep familiarity with tone, audience perception, and user experience. Known for exceptional grammar skills and the elimination of ambiguity. Remarkable knowledge of '80s movies.

WORK EXPERIENCE

Content Marketing Manager
SaltStack May 2018–current

Head of content marketing initiatives and social media. I produce all blog content, white papers, videos, infographics, and any other collateral that enlarges SaltStack's influence and authority in the market. Headed rebranding and new website launch as well as complete content overhaul.

Senior Copywriter
Younique 2017- May 2018

Charged with producing all beauty product copy including packaging copy and long-term initiatives. I regularly collaborate with product, promotions, development, and design teams to create everything from social media content to promotional videos. Helped launch and implement several campaigns, including producing all copy for the Saving Lashes, Changing Lives campaign, which grossed \$6 million in one day and smashed company records.

Digital Content Manager
Clearlink 2016

Responsible for move.org and reviews.org, consumer-focused websites. In charge of sourcing, hiring, and paying freelancers, managing content calendar, optimizing site pages, ensuring user experience quality, and maintaining SEO. Collaborated with design and development teams to manage entire content process from wireframing to uploading and A/B testing.

Technical Content Director
EETech Media/2015–2016

Colauncher of allaboutcircuits.com, one of the top five electrical engineering websites in North America. Responsible for developing content calendar and strategy, hiring and maintaining freelancers, and uploading all content. Also wrote and edited daily tech articles as well as B2B whitepages and press releases. Developed relationships with industry influencers and published regular industry pieces. Conducted both community and online outreach and responsible for bringing website to over 5 million pageviews/month.