

# Heather Campbell

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## Profile

In 20 years of writing, editing, and managing projects, I've learned that a mixture of insatiable curiosity, careful listening, thoughtful questions, detailed planning, and a wicked sense of humor can conquer any content project. My work always comes back to this: make it clear, concise, useful, and human.

## Experience

*Copywriter, E-commerce and Marketing, Alaska Airlines, Seattle, WA – September 2016 – February 2020*

I collaborated with SEO specialists, web producers, developers, UX/UI designers, and project/product managers across several teams to create content that makes flying with us simple and delightful.

My responsibilities at Alaska Airlines included:

- Writing compelling copy for website pages, sections, design workflows, apps, blogs for teams across the entire e-commerce division
- Defining digital content style, voice, and tone, and reinforcing them within the style guide
- Determining best SEO and UX elements to include in new and existing pages
- Researching and interviewing stakeholders to thoroughly understand their needs for each project before writing begins
- Solving project confusion by mediating discussions between stakeholders, leaders, and creators
- Addressing content gaps using metrics and SEO by building new sections on the site
- Using content audits to find and address issues within site copy and structure
- A/B testing content variations throughout the site and during sales to hone effectiveness
- Prioritizing our team's work within Workfront, where we track our Agile projects
- Creating internal documentation to simplify processes for our team
- Working with customer care teams to get feedback on how to improve and clarify policy on the site for our guests

*E-commerce Copywriter consultant at Alaska Airlines, 110 Consulting Seattle, WA - Dec 2015 – Sep 2016*

I collaborated with Alaska employees across several teams to create and update content for e-commerce features and sections, airfare sales, and the early 2016 brand refresh - work which led to a full-time position with the company.

*Editor, IMDb.com, a subsidiary of Amazon.com, Seattle, WA — 2002-2014*

My roles and responsibilities at IMDb included:

- Editorial calendar manager, assigning and ensuring team assignments were prioritized and completed, with deadlines met
- Homepage editor, including daily original feature writing, coordination/implementation of sales campaigns, and scheduling content using our CMS system
- Writer, copyeditor, and proofreader of customer-facing text, internal documentation and press releases using HTML within our CMS system
- Curator of our internal style guide to maintain and build on our authentic IMDb editorial voice
- Photo editor, adding images to site features, live event photo harvesting and gallery curation

*Editor, Electronics and Cell Phones, Amazon.com Seattle, WA — 1999-2002*

My responsibilities included:

- Writing product reviews and descriptions for a wide range of products
- Creating/maintaining website sections for electronics and wireless accessories
- Copyediting and proofreading copy for the whole team

## **Education**

Lawrence University, Appleton, WI — Class of 1995, BA in Fine Arts, English and Theater