

SUMMARY

I fell in love with the power of words as a child and I'm still in love today. In my career, I've written for numerous industries in nearly any medium you can imagine. I've mentored junior writers, led creative projects and brought in impressive results. Now, I'm ready to do the same for you. Let's use words to help your business grow!

SKILLS

- B2B & B2C copywriting
- Campaign development
- Creative strategy
- Brand storytelling
- Long & short form writing
- Mentoring junior writers
- Client relationship building
- Content direction
- SEO writing & optimization
- Project management
- Crushing deadlines
- Unwavering determination

EDUCATION

BA, Communications

The Ohio State University

EXPERIENCE

Senior Copywriter | Intelligent Demand | 2024-Present

Senior Copywriter (Contract) | Standard Deviation | 2023-2024

Senior Copywriter | Refine Labs | 2022-2023

Senior Copywriter (Contract) | Hanson, Inc | 2020-2021

Achievements / Responsibilities:

- Made it rain conversions and demand for leading B2B and SaaS companies.
- Produced social media ad copy that performed 45% higher than industry benchmark.
- Turned flat B2B copy into fascinating, factual works that made people want more.
- Collaborated with creative directors, designers and clients to write scroll-stopping digital product campaigns.
- Enabled sales growth via persuasive copy on web, digital ads, social media, brochures and videos.
- Helped companies successfully rebrand newly acquired businesses and products.

Senior Copywriter & Digital Content Director | SSDM | 2021-2022

Achievements / Responsibilities:

- Produced a kick a** website and brand tagline for [EmPower HR](#) (leading to 124% more leads and 121% more web traffic).
- Mastered the art of SEO copywriting that doesn't sound like it came from a robot.
- Mentored a team of 3 junior writers, a video intern and a senior designer.

Digital Content & Social Media Manager | Toledo Library | 2014-2020

Achievements / Responsibilities:

- Showed the world that libraries aren't boring as lead brand copywriter.
- Led copy for print, video, digital ads, blogs, wearable gear, emails and more.
- Drove 11+ million annual visits to the Library's website with A+ digital content strategy, management and compelling copy.
- Earned an engagement rate 7x greater than the national average on social media.
- Supervised a freelance writer and blog team of ~20.