

Agnes Scott College - Class of 2023  
*Master of Science in Tech. Mgmt. and Leadership*

Savannah College of Art and Design – Class of 2020  
*Bachelor of Fine Arts in Writing*

## EXPERIENCE

Tractian Technologies, Atlanta, GA

*Copywriter + Communications Lead, August 2023 – present*

- Developed campaign briefs, outlining creative direction, key messaging, audience considerations, and scope of deliverables across departments and platforms
- Produced video and audio scripts for platform training purposes and long- and short-form omni-channel content
- Created a comprehensive content plan focused on SEO to write and release all social and blog deliverables
- Wrote and produced short form viral videos, resulting in 400% IG follower growth within the first week of launch
- Curated and published an email and LinkedIn newsletter that gained over 1000 subscribers at launch
- Developed brand guidelines to streamline content generation with new hires/freelancers
- Write US email marketing materials and US platform training emails for clients and leads
- Wrote technical content: eBooks, guides, case studies, feature focused landing pages, product materials

Vigor Branding, Atlanta, GA

*Copywriter + Content Strategist, September 2020 – July 2021*

- Created social content (social media posts, emails, and Google ads) for local and national QSR clients
- Tracked content open-rate and engagement to improve CTR on social media posts and SEO on landing pages
- Executed A/B testing to assess and reach client conversion goals, increased avg. email open rates by 10%
- Strategized, developed, and executed content and content calendars for client campaigns, internally and client-facing
- Compiled and wrote case studies for client projects, including naming, brand strategy, and interiors
- Involved in project naming for a variety of client brands, including rebranding ventures, restaurants, and products
- Individually managed Atlanta-based client for brand and franchise marketing and advertising

Wyndy, Atlanta, GA

*Copywriting Intern, July 2020 – September 2020*

- Wrote daily newsletters with an average open rate of 18.97%
- Drafted ideas and constructed a content plan and calendar on Notion
- Scheduled and sent out newsletters using SendGrid, allowing for accurate open-rate and interaction tracking

SCAN Magazine || SCAD Connector, Atlanta, GA

*Copy Editor, March 2019 – June 2020*

- Reported directly to the EIC and managed production schedule and copy flow of Web content via WordPress
- Worked with section editors to improve copy; proofread material for grammar and compliance with AP guidelines
- Worked with the creative team to gather content for each quarterly issue; oversaw final layout and print

PASTE Magazine, Atlanta, GA

*Editorial Intern, August 2019 - January 2020*

- Wrote 4-6 soft- and hard- news articles daily in AP style, reaching 8 million unique monthly visitors
- Acquired working knowledge of data optimization through SEO and keywords while working in MovableType

ABV Agency + Gallery, Atlanta, GA

*Copywriting and Social Media Intern, February 2019 - May 2019*

- Developed social marketing and advertising copy for agency clients, including Heineken and Dos Equis
- Managed artist invites, administrative copy, and marketing outreach for 'Drink & Doodle 61'
- Created video content to promote the Spring 2019 show and composed a comprehensive file featuring artist bios
- Wrote press releases and sent calendar notifications to various outlets for the Spring 2019 show and 'Decked out'

## SKILLS

- Adobe Suite, Google Suite including Google Ads, Analytics, Trends, and MS Suite
- Data manipulation within Tableau and Microsoft Excel
- AP, MLA, APA, Chicago

## AWARDS

- Published in "Wizards in Space" magazine, SCAN Magazine and The Ivy Hall Review
- 2019 NAIA Women's Golf All-American and SCAD Women's Golf Team MVP, Current school record holder (18 & 36 holes in competitive play)

## REFERENCES

NATALIE SUAREZ

**Ordermark**

*Senior Designer / Art Director*

+1 (770) 696-6540

[natalie@vigorbranding.com](mailto:natalie@vigorbranding.com)

LAURA RELYEA

**Freelancer**

*Writer, Editor, Journalist, Copywriter & Brand Consultant*

+1 (404) 358-5753

[lcrelyea@gmail.com](mailto:lcrelyea@gmail.com)

CATHERINE RAMSDELL

**SCAD Atlanta**

*Chair of Writing and Liberal Arts*

+1 (404) 253-6092

[cramsdell@scad.edu](mailto:cramsdell@scad.edu)