

CAREER TIMELINE

Shoe Carnival — Content Strategist Copywriter, Full-time

Mar 2025 – Present

- Wrote omnichannel marketing copy for **45+ campaigns** annually across email, social media, web, and digital channels for Shoe Carnival and Shoe Station
- Concepted seasonal, promotional, and tentpole campaigns supporting product launches, key retail events, and customer engagement initiatives
- Collaborated with cross-functional teams — including designers, CRM, merchandising, marketing, and external agencies — to deliver cohesive, on-brand campaigns from concept to launch
- Developed conversion-focused website content, landing pages, CTAs, and email marketing assets that contributed to a **6–10%** increase in click-through and conversion rates across key marketing campaigns
- Wrote compelling email subject lines and preheaders that increased open rates by **10–15%** and click-through rates by **5–8%** through A/B testing and copy optimization

Broad River Retail — Communications Specialist, Full-time

Feb 2024 – Jan 2025

- Created visual and written content, infographics, and videos that complement communication efforts
- Managed content for company social media platforms, writing press releases and social copy for external communications, and analyzed performance metrics to refine strategies
- Created and distributed newsletters, memos, and announcements to keep employees informed and engaged

Wells Fargo — Digital Content Editor, Contract

Oct 2022 – Jan 2024

- Led coordination of content initiatives for **137 URLs** across Security, Privacy and Fraud (SPF), employee financial health, and financial health public digital directories
- Supported four SPF and financial health A/B testing initiatives to execute data-driven UX enhancements across desktop and mobile
- Managed annual content review process of **27 URLs** to complete cross-functional optimizations for SPF
- Led SPF redesign strategy roadmap implementation based on volume, business interest, and SEO opportunities

BestColleges.com, Red Ventures — Content Manager, Full-time

Mar 2021 – Sept 2022

- Assigned and edited high-quality content using best practices and style guides
- Managed freelance writer communications and workflow
- Concepted and built out nursing and education verticals, producing **50 SEO-driven webpages**
- Updated and maintained process documentation and style guides
- Crafted pages in CMS using HTML

IMPACT

137

URLs managed across Wells Fargo

50

SEO-driven webpages built for BestColleges.com

10 yrs

Across content strategy, editing & copywriting

TOOLS & PLATFORMS

WordPress	Extensive
Drupal	Extensive
JIRA	Extensive
Ahrefs	Average
SEMrush	Average
Asana	Extensive
Adobe Creative Suite	Proficient
Figma	Proficient
Google Analytics	Proficient
Trello	Extensive

FOCUS AREAS

- Content Strategy & Planning
- CopywritingBrand Voice
- Email Marketing
- Social Media Marketing
- Campaign Development
- SEO & UX Copywriting
- Marketing Communications
- A/B Testing
- Cross-Functional Collaboration
- Consumer Marketing
- Retail Marketing
- Project Management

Allconnect.com, Red Ventures — Copywriter, Full-time Jun 2019 – Mar 2021

- Collaborated with design to create content strategies for UI/UX experiences
- Wrote headlines and microcopy to engage users with landing pages and long-form resources
- Pitched and wrote general assignments based on news stories and SEO
- Led four cross-functional initiatives between content, design, and outreach
- Sourced lifestyle images and iconography for blog posts

Allconnect.com, Red Ventures — Associate Copywriter, Full-time Jan 2018 – Jun 2019

- Pitched and wrote **52 user guides**, FAQs, and news posts for the company blog
- Designed and managed Facebook and Twitter social education campaigns for brand channels
- Wrote and assisted in the design of nine long-form outreach assets

blu eCigarettes — Creative Copywriter, Full-time Apr 2016 – Jan 2018

- Wrote and edited B2B and B2C branded copy for website, brochures, ads, and other brand channels
- Managed communications with external design agencies
- Collaborated with creative manager and agencies to maintain consistent tone of voice and brand image

Belk — Promotional Copywriter, Contract Aug 2015 – Apr 2016

- Wrote promotional copy for retail products, catalogs, and video scripts
- Optimized product descriptions for clarity and technical accuracy
- Pitched branding concepts using vendor-provided product features