

CAREER OBJECTIVE

Strategic, results-driven creative professional with a proven track record of developing and executing cross-channel marketing campaigns across diverse sectors. Looking to leverage expertise in digital marketing, creative collaboration, and expertise in campaign development to help create compelling customer journeys that drive engagement and revenue growth.

KEY QUALIFICATIONS

- Excellent communication and presentation skills, with experience in leadership, collaboration, and mentoring to foster a culture of creative excellence.
 - Proficiency with various creative and collaborative platforms, including Figma, Miro, Workfront, and Asana.
 - Experience in using digital marketing tools to collect audience-driven insights that inform campaign strategy and the development of targeted, revenue-generating creative content.
 - Success in ideating and crafting branded marketing campaigns that feature multiple touchpoints to drive traffic and meet enterprise KPIs.
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PROFESSIONAL EXPERIENCE

Lead Digital Copywriter

2022 - Present

Columbia Threadneedle Investments | Remote

Contributes to the conceptualization, writing, and editing of branded B2B marketing material for Columbia Threadneedle Investments.

- Spearheads the production of compelling and compliant cross-channel messaging, including paid and organic social media, email journeys, landing pages, online advertisements, and presentations.
- Collaborates with an Agile digital experience team to develop and A/B test creative content that aims to drive interaction and engagement consistent with desired KPIs.
- Reviews and edits marketing content to present complex financial information with clarity, enhancing audience comprehension and conversion.
- Contributed to the global rebranding campaign, "Investing smarter for the world you want," while ensuring global brand consistency.
- Led the creative development of advertising materials for the European launch of an \$400m+ mutual fund.

Brand Copywriter

2021 - 2023

Cardinal Financial Corporation | Remote

Fulfilled a critical role in writing digital marketing copy for B2B and B2C audiences, distinguishing the company's mortgage lending services in a highly competitive industry.

- Authored creative digital content, including blog articles, email marketing campaigns, and social media posts, incorporating feedback from a diverse team of stakeholders under tight time restraints.
- Led the creative development of a multi-channel marketing campaign ("What's your reason?"), which resulted in numerous loan "locks" amid challenging financial conditions.
- Contributed to the redevelopment and rebranding of the company's website, receiving nine w3 awards for branding, design, and copywriting excellence.

Creative Copywriter

2018 - 2021

Ferguson Enterprises | Newport News, VA

Hired to draft short- and long-form creative copy for print and digital advertising and marketing materials, including holistic campaigns, brochures, flyers, scripts, emails, product catalogs, website banners, and social media for B2B and B2C audiences.

- Partnered with in-house creatives, marketing managers, and other stakeholders to develop on-brand content for different industries.
- Worked with the in-house creative team to build an internal brand library, including formal tone and writing standards for each of the company's business groups.
- Authored web copy that garnered a 55% year-over-year increase in account registrations through 2020.
- Partnered with the email marketing team to draft compelling copy for facility supply campaigns that led to a 76.3% clickthrough rate and an average effective rate almost 10% higher than the company's average.
- Led the development of a high-performing indoor air quality campaign, generating more than \$25MM in product sales and significant web traffic through the campaign's first three months.
- Frequently collaborated with the experiential marketing team to create deliverables for in-person and virtual events.
- Recognized for contributions to award-winning projects (including the In-House Agency Forum's Gold award for B2B Print Advertising in 2020 and the Facility Maintenance Decision award for Advertising Excellence).

EDUCATION & CERTIFICATIONS

Master of Arts, Strategic Communication

The University of Iowa

Bachelor of Arts, Professional Writing

Southern New Hampshire University

Exploring the Creative Process

Adhouse NYC

Certified ANA Marketing Professional

Association of National Advertisers

Certified Digital Marketing Professional

Digital Marketing Institute & American Marketing Assoc.

Content Marketing Certification

HubSpot Academy