

About

I'm a creative copywriter and marketer, who is driven to make a positive impact through storytelling, leveraging my strengths from high-level strategic conceiving through detailed implementation and execution.

Education

Bachelor of Fine Arts in Advertising
Savannah College of Art & Design
March 2012

Summa Cum Laude, SCAD Distinguished Scholar Scholarship, Silver and Bronze Student ADDY Awards, 1st Place Team in AAF Advertising Competition District 7

Skills

- Copywriting and Editing
- Brand Voice and Tone
- Communications Strategy
- Content Development
- Project Management
- SEO (Search Engine Optimization)
- Social Media Management
- Storytelling

Proficiencies

- Microsoft Office and Google Workspace
- Content Management Systems (Squarespace and Wordpress)
- Project Management Software
- Email Marketing Software
- Adobe Creative Suite

Media Experience

- Articles
- Billboards / Outdoor
- Blogs
- Direct Mail
- eBooks and Guides
- Email Campaigns
- Events and Trade Shows
- Fundraising Appeals
- Media Communications
- Newsletters
- Point-of-Sale
- Press Releases
- Print Collateral
- Radio
- Search Engine and Display Ads
- Social Media
- Speeches
- Video Scripts
- Websites
- Whitepapers

Professional Experience

Freelance Copywriter

Self-Employed

Savannah, GA (remote) | April 2022 – Present

- Writes copy for B2B and B2C brands including Boar's Head, Lenovo, LG, Goodwill, Cotton Incorporated, Insight Sourcing, The Charlotte Center, and the YMCA
- Interviews subject matter experts to ghostwrite B2B whitepapers for various industries
- Partners with ad agencies, video production companies, nonprofits, and entrepreneurs

Marketing & Communications Manager

Classroom Central, regional 501(c)3 organization

Charlotte, NC (remote) | March 2020 – August 2022

- Created and implemented the organization's brand strategy and communications plan
- Led and executed the creative direction, conceiving, writing, design, production, and distribution of all of the organization's marketing, fundraising, and communications materials
- Explained the organization's impact through storytelling by sourcing testimonials from educators, donors, volunteers, and other community stakeholders
- Managed media relations, wrote press releases, gave interviews, and also prepared the Executive Director and other appointed media representatives for appearances

Marketing Director

Let Me Run, national 501(c)3 organization

Charlotte, NC | January 2016 – March 2020

- Created and managed a marketing and communications plan to support the organization's business goals, including increasing program registrations, recruiting volunteers, and driving local and national fundraising
- Led conceiving, writing, design, and brand strategy for the organization
- Provided creative direction and supervision for the development of all marketing materials
- Utilized storytelling to build and deepen connections between the organization and key stakeholders, writing and editing content for both internal and external audiences
- Hired, supervised, and mentored the organization's Marketing Coordinator
- Served as a point person for media relations and appearances; assisted with PR outreach

Copywriter

Eric Mower + Associates (Ad Agency)

Charlotte, NC | May 2014 – December 2015

Concepted and wrote campaigns B2B and B2C clients, including Chiquita, Freightliner Trucks, Detroit Engines, and AmWINS Group, Inc.

Copywriter

Erwin Penland (Ad Agency)

Greenville, SC | April 2012 – May 2014

Concepted and wrote campaigns for clients, including Verizon, Denny's, BI-LO, Advance America, VAYA Pharma, and the Greenville Humane Society

Copywriting Intern

Slingshot (Ad Agency)

Dallas, TX | July – August 2011

Concepted, wrote, and published copy for national campaigns, including Borden Dairy, Joe's Crab Shack, and The Slingshot Foundation