



Experience

Summit Credit Union

Marketing Coordinator | April 2023 – Present (Contract Role)

- Implement and coordinate marketing campaigns, from kickoff to final delivery.
- Communicate across departments to gather details, establish timelines and fulfill requests.
- Write copy and proofread print, digital and social materials.
- Monitor and respond to company reviews on Google, Yelp, and other platforms.

Instapage

Copywriter | April 2022 – April 2023

- Crafted conversion-centric landing page narratives using persuasive, punchy, on-brand copy.
- Collaborated with designers and CRO specialists to deliver high-converting landing page experiences.
- Determined landing page structure and hierarchy based on CRO best practices.
- Produced high-quality work on tight deadlines and in an always-evolving environment.

image.works

Copy Manager | December 2021 – April 2022

Maintained all copywriter responsibilities, plus:

- Lead and supervised a copy team of seven writers and copy editors.
- Worked closely with internal staff to manage company projects and internal marketing campaigns.
- Organized and conducted job training for new team hires.

Copywriter | June 2018 – December 2021

- Developed on-brand, compelling digital and print copy for over 100 healthcare, financial and education clients.
- Worked directly with clients from campaign conception to creative execution.
- Strategized and wrote internal marketing webinars, company blogs and product explainer videos.
- Meticulously proofed materials using AP Style.

Education

University of Wisconsin-Whitewater | 2014 – 2018

Bachelor of Arts – **Journalism**, Advertising Emphasis

Minors – **Public Relations and Dance**

Summa Cum Laude

Skills

Jira

Salesforce

Office 365

AP Style Writing & Editing

Microsoft Office

Trello