



Experience

Instapage

Copywriter | April 2022 – Present

- Craft conversion-centric landing page narratives using persuasive, punchy, on-brand copy.
- Collaborate with designers and CRO specialists to deliver high-converting landing page experiences.
- Determine landing page structure and hierarchy based on CRO best practices.
- Produce 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.

Revelation PR, Advertising & Social Media

Intern | June 2017 – December 2017

- Created and managed several client social media calendars.
- Published feature articles on Madison start-up companies in a deadline-driven setting.

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

WIX