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Senior Copywriter | Content Marketing & Editorial Strategy

DIGITAL MARKETING | BRAND STORYTELLING | CREATIVE TEAM MANAGEMENT

Award-winning copywriter and digital marketing strategist with a track record of producing engaging, results-driven content. Expert at developing creative campaigns across B2B and B2C channels that elevate brand presence, drive engagement, and generate measurable ROI.

Career Snapshot

Over 19 years of experience in **digital marketing, copywriting, and editorial leadership** across diverse industries, including media, entertainment, retail, and healthcare. Recognized for award-winning content campaigns and ability to manage cross-functional creative teams.

Signature Achievements

- **AMCP MarCom Platinum Award Winner, 2022** – Spectrum Reach, *The Pulse* Digital Magazine
- **ICSC MAXI Award Gold Winner, 2018** – Westfield Corporation, Beauty & Balance Campaign
- **ICSC MAXI Award Gold Winner, 2017** – Westfield Corporation, Holiday Hub Campaign

Signature Strengths & Competencies

Creative Copywriting & Copy Editing • Digital Marketing Strategy • Brand Development
Creative & Content Management • Campaign Analytics • Leadership & Collaboration
SEO Writing • UX Copywriting • Web & Email Analytics

Professional Experience

Spectrum Reach | Cypress, CA (Remote) | Sept 2021 – Present

Senior Copywriter, Creative Content Team

- Write and edit B2B web content, internal communications, case studies, email campaigns, and social media.
- Manage copywriting and copy editing for company-wide website refresh.
- Key contributions to award-winning internal magazine, *The Pulse*.
- Collaborate cross-functionally with creative and brand marketing teams.

Westfield Corporation | Century City, CA | Sept 2014 – Aug 2019

Digital Marketing Manager

- Developed and launched multiple award-winning digital marketing campaigns.
- Directed B2C email strategy, analytics, and production for 32 U.S. shopping centers.
- Oversaw content production for center websites and led company-wide website relaunch.

Heritage Group | Tarzana, CA | Sept 2013 – Aug 2014

Marketing & Content Director

- Served as editor-in-chief of a daily news website, overseeing a staff of five writers.
- Marketing editorial strategy and public relations (PR), ensuring consistent brand voice.

Metabolic Institute of America | Tarzana, CA | May 2012 – Sept 2013

Marketing Director

- Web, print, email, and social media campaigns to expand outreach to medical community.

Interscope/Geffen/A&M Records | Santa Monica, CA | May 2010 – Jan 2011

Digital Content & Product Manager

- Managed editorial strategy and copywriting for artist websites, Twitter, and Facebook.

Zoic Studios | Culver City, CA | Jul 2009 – May 2010

Internal Brand Manager

- Founded and managed industry blog for visual effects; organized live promotional events.

Employment Crossing | Pasadena, CA | Aug 2008 – Jul 2009

Lead Copywriter

- Produced daily legal employment YouTube video scripts and inbound marketing copy.

Professional Interactive Entertainment, Inc. | Santa Monica, CA | Sept 2005 – Mar 2008

Head Writer/Senior Editor

- Editorial strategy for network of video game websites; managed staff writers and freelancers.
- Live video content and international esports coverage; represented company on broadcast TV.

Technical Skills

Adobe Creative Suite • Web & Email Analytics • AEM • SEO Writing • Email Production
Web Design • Responsys • Adestra • Khoros • Spredfast • Asana • Slack • Webex • Lytho

Education

Clarion West Writers Workshop | Program Graduate | Seattle, WA

University of California Los Angeles (UCLA) | Bachelor of Arts, Anthropology | Westwood, CA