

## Experience

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Mindbody  
2016 – 2023

### Copy Manager

3 years, 2 months

Developed and led Mindbody's copywriting team, cultivated and spearheaded its brand voice, and drove revenue for the company. Reviewed and edited all marketing copy and content. Concepted and directed messaging for major marketing campaigns.

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### Lead Copywriter

2 years, 5 months

- Worked closely with producers, project managers, and fellow copywriters to prioritize work for creative production and allocate resources appropriately. Led project teams when needed.
  - Reviewed work drafted by copywriters to ensure quality and consistency of voice and tone.
  - Mentored fellow copywriters to foster expertise and develop team talent.
  - Employed best practices to improve products or services for customers. Encouraged the open exchange of ideas. Customized and adapted communication and discussion to appeal to the specific interest, need, and level of the customer.
  - Led building and maintaining of brand voice and tone, ensuring consistency across all touch points in the customer journey by creating standards, style guides, and processes.
  - Worked closely with members of the product management and marketing teams to align content strategy with target audience needs, brand positioning, and team resources.
  - Participated in and led the brainstorming and creation of concepts for best-in-class user experiences.
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### Senior Copywriter

2 years, 2 months

- Pitched creative concepts to key stakeholders, synthesizing business requirements with brand direction.
- Mentored fellow copywriters to foster expertise and develop team talent.
- Worked closely with creative directors, UX designers, visual designers, and fellow copywriters to develop influential content, addressing design specifications and applying results gained from user testing and research.
- Helped build and maintain a brand voice and tone, ensuring consistency across all touch points in the customer journey by creating standards, style guides, and processes.
- Worked closely with members of the product management and marketing teams to align content strategy with target audience needs, brand positioning, and team resources.
- Led brainstorming and creation of concepts for best-in-class user experiences.

## Experience cont.

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### Mintel Group, Ltd.

2004 – 2016

### Freelance Market Analyst

- Produced a variety of market research reports (100+ individual reports to date) for web publication on diverse consumer product and service categories, including health, wellness, and beauty; food/drink; household goods; apparel; and lifestyle/travel, to provide actionable information for a range of manufacturer and retailer clients.
  - Created custom research surveys, interpreted and analyzed results. Analyzed Experian Marketing Services National Consumer Study, National Hispanic Consumer Study, and Teen and Kid studies.
  - Interpreted and analyzed sales data from sales tracking sources, including SymphonyIRI Group and SPINS, as well as government data sources.
  - Analyzed demographic data to identify consumer population trends. Utilized trade article databases and web searches. Interviewed trade sources.
  - Collaborated with editors and research managers to outline project goals and publish timely, cutting-edge research reports of approximately 100 pages.
  - Communicated with sales team to align on client needs.
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### Concord Music Group

2010 – 2013

### Music Reviewer

- Generated blog posts covering musical artists, albums, and music topics for a top record company for the purpose of marketing new releases, re-releases, and specialty items.
  - Provided creative SEO content.
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### California Polytechnic State University-San Luis Obispo

2010 – 2013

### Teaching Associate, Lecturer

- Taught English Composition to freshman students at a first-rate state university. Planned lessons, delivered lectures, graded essays, administered and graded exams, managed grades, and helped prepare students for the rigors of university-level writing.
  - Engaged students in a compelling learning atmosphere that focused on curriculum and emphasized composition fundamentals, topic generation, writing styles, grammar/mechanics, group discussion/analysis, and English literature.
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## Education

MA English California Polytechnic State University – San Luis Obispo

BA English California Polytechnic State University – San Luis Obispo

## Skills

Digital Publishing · Style Sheets · Marketing Campaigns · Copyediting · Brand Guidelines  
Conceptualizing · Strategy · Organization · Oral Communication · Voice and Tone · Multitasking  
Public Speaking · Communication · Social Media Marketing · Data Analysis · Active Listening  
Problem Solving · Presentation · SEO Copywriting · Email Marketing · Content Strategy  
Teaching · Social Media · Content Marketing · Management · Leadership · Writing  
Marketing Strategy · Art Direction

Microsoft Office · SharePoint · Figma · Wrike · Basecamp