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## **COPYWRITER**

**Idea Generator • Multi-Channel Copy Crafter • Expert Communicator • Wordsmith • Creative Problem Solver • Science Aficionado**

- Skilled multi-platform marketer with proven record of increasing web traffic and engagement
- Language whiz with strong, practiced writing ability and understanding of drafting, editing, and polishing processes using feedback
- Successful project lead, guiding several cross-departmental teams to hit rolling deadlines and goals

## **EXPERIENCE**

**Digital Copywriter**, HealthPartners, Bloomington, MN 2018-Present

- Conduct extensive health research and write informative long-form blog posts and specialty SEO-targeted landing pages
- Interview clinicians and present content to doctors and internal stakeholders in collaborative writing and editing process
- Establish guidelines, collaborate across teams, and manage workflow of company-wide clinician biography project
- Increase social media recognition for clinicians by composing weekly posts for LinkedIn, Instagram, and Facebook

**AmeriCorps Summer Camp Educator**, Mt. Adams Institute, Trout Lake, WA 2021-2021

- Developed nature-based curriculum for children ages 6 through 12, in collaboration with 5 other educators
- Taught interactive lessons in the outdoors while keeping children safe and engaged in the natural environment

**Substitute Teacher & Classroom Assistant**, North Park Elementary School, Chicago, IL 2021-2021

- Provided daily support in preschool through first grade classrooms
- Substituted and led class activities in preschool through eighth grade classes
- Drafted lesson plans and designed classroom exercises for children ages 3-14

**Copywriter**, NovuHealth, St. Louis Park, MN 2018-2018

- Wrote persuasive communications for health information mailers and emails to encourage recipients to engage in primary care
- Created content and content calendar for online subscription-based wellness challenges
- Edited and proofread documents to comply with company style guidelines, best practices, and state-dictated reading levels

## **EDUCATION AND TRAINING**

**M.A. in Science Writing**, 2023; Johns Hopkins University, Baltimore, MD (GPA: 4.0)

**B.A. in English**, 2017; Lawrence University, Appleton, WI (GPA: 3.62)