

## EXPERIENCE

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### Senior Copywriter & UX Writer Citibank | Dec 2022 – Present

- Senior writer for multiple domains, including ATM, Citi Design System (CDS), Rewards, and Citi Retail Services (CRS)
- **ATM:** Manage copy for the global ATM experience, and write new features in conjunction with UI/UX designers
- **CDS:** Write and manage design guidelines for designers and developers, ensuring unified creative across the entire company
- **Rewards:** Support copy needs for rewards credit cards experiences, including **Costco Anywhere Visa**, **American Airlines AAdvantage** and **Citi Double Cash**
- **CRS:** One of two copywriters supporting the UX design team for retail credit cards backed by Citibank. Major clients include Home Depot and Macy's.
- Consistently requested by other design teams for assistance with quick-turnaround, high-visibility writing projects

★ Work samples available upon request

### Lead Content Writer, Copywriter (part-time) COUNTRY Financial | Mar 2024 – Present

- Serving as the **sole SEO Content Writer** for COUNTRY Financial, an Illinois-based insurance company, on an as-needed (part-time) basis
- My articles have **increased overall organic traffic by 11.5%** and **generated 600+ new leads** in a single year
- Support copy for the entire digital experience, including the mobile app, acquisition and cross-sell domains

### Senior Content Writer Sam's Club | Aug 2022 – Dec 2022

- Wrote website banners, promotional emails, push and SMS advertising, in-club radio ad scripts and product descriptions
- Worked on both standard marketing and holiday sales events
- Left after receiving an offer to return to Citibank

### Senior Copywriter Citibank | Jun 2021 – Aug 2022

- Led writing for landing pages, mobile app content, and UI/UX copy as the senior (and only) writer for the Citibank Rewards domain
- Co-owned the Citi Digital Copy Style Guide and oversaw major revisions and updates
- Was the **lead writer for Citi Travel**, a new and high-visibility Rewards product
- Support writer to multiple teams and LOBs beyond Rewards

### Freelance Writer & Editor Jan 2021 – Present

## **Creative Director**   Sophos Marketing | Jun 2018 – Jan 2021

- Led creative for all brand and client work as the startup agency's first full employee
- Defined product messaging and brand strategy
- **Wrote, designed, and animated display ads for over 200 clients**, including NTT DATA, 7-Eleven, ESPN, Embassy Suites, Expedia Cruises, and The University of North Texas
- Mastered Webflow (web design platform), with which I designed and wrote Sophos Marketing's website in its entirety
- Performed **end-to-end implementation, monitoring, and optimization of all outbound marketing campaigns**: SEM, email, digital display, social media, print, TV and video
- Resigned in January 2021 to focus on writing and grow my freelance business

★ [Click here](#) to see 7-Eleven work

## **Senior Copywriter & Content Writer**   Capital One | Oct 2016 – Jun 2018

- **Lead writer for Auto Navigator**, Capital One's auto finance product; championed constant messaging improvement and managed other copywriters
- Wrote monthly articles for the Auto Content team and took charge of new content production, including videos, car reviews, and recurring articles
- Wrote SEM copy generating over **\$17MM in loan originations**
- Conceptualized and wrote several direct mail pieces which **outperformed control creative by 10%** (gross response rate)
- Wrote and led development of the Capital One Consumer Auto Stylebook, now the standard for all writing in Capital One's Auto Finance LOB
- Hired as one of only three full-time creatives in Auto Finance

## **Freelance Writer & Editor**   Feb 2016 – Oct 2016

## **Account Coordinator, Copywriter**   McCarthy Advertising | Mar 2014 – Feb 2016

- Wrote scripts, press releases, SEM copy, digital ads (banners, landing pages, e-campaigns), direct mail and print ads
- Produced and directed monthly TV shoots and audio spots
- Directly managed 15 accounts, proposed goals and creative concepts to clients, and relayed feedback to the creative team
- Monitored and reported ROI for all campaigns using lead-based data and analytics

## **EDUCATION**

Bachelor of Arts, Journalism & Advertising  
University of Oklahoma (Norman, OK)  
Minor in Spanish

## **SKILLS**

Copywriting; Content writing; AP Style; SEM; SEO; Social media; Journalism; MS Office; iOS; Adobe CC (Photoshop, Illustrator, AEM, InDesign, After Effects); Webflow; Project management; Creative strategy; Brand strategy