

## EXPERIENCE

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### Lead Digital Writer & Content Writer COUNTRY Financial | Mar 2024 – Present

- Sole SEO writer, writing content that drove an **11.5% increase in organic traffic** and generated **600+ new leads in a year**
- **Guided creative direction and copy for core business experiences**, including **Commercial Insurance Quote**, **Home Insurance Quote**, and the client **Self-Service** portal
- Crafting digital copy for the mobile app, acquisition, and cross-sell experiences

### Senior Copywriter & UX Writer Citibank | Dec 2022 – Mar 2024

- **Governed writing** for ATM, Citi Design System, Rewards, and Citi Retail Services domains
- Managed copy for the **global ATM experience** and partnered with design to build new features
- Authored design guideline documentation, ensuring consistent visual standards company-wide
- Supported Rewards credit cards (**Costco Anywhere Visa**, **American Airlines AAdvantage**, **Citi Double Cash**) and retail clients like **Home Depot** and **Macy's**
- Frequently trusted by other teams for high-visibility, quick-turnaround copy needs

★ Work samples available upon request

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

- Wrote **web banners, marketing and retargeting emails, SMS ads, in-club radio scripts**, and **product descriptions**
- Supported both evergreen advertising and high-impact holiday campaigns
- Left after receiving an offer to return to Citibank

### Senior Copywriter & UX Writer Citibank | Jun 2021 – Aug 2022

- Sole writer for the Citibank Rewards domain, developing landing pages, mobile app content, and UI/UX copy
- Co-owned the **Citi Digital Copy Style Guide**, which remains the company's standard
- **Senior writer for Citi Travel**, a business-critical Rewards product

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

- **Defined Sophos Marketing's messaging and brand strategy** as the startup's first employee
- **Directed client creative** based on customer needs and insights

- Wrote, designed, and animated display ads for **200+ clients**, including **NTT DATA, 7-Eleven, ESPN, Embassy Suites, Expedia Cruises, and The University of North Texas**
- Mastered Webflow; **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, video

★ [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 core auto finance product: Championed continuous messaging improvement, proposed goals, and managed other copywriters
- Wrote **monthly articles** for the Auto Content team and **led new content production**, including videos, car reviews, and recurring articles
- Wrote SEM campaigns generating **\$17MM+ in new loan originations**
- Conceptualized and wrote direct mail campaigns that **outperformed legacy creative by 10%** (gross response rate)
- Led development of the **Capital One Auto Stylebook**: Wrote content, oversaw major revisions, and guided it through leadership approval

## 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**
- **Directed and produced monthly TV ad shoots and radio spots**
- **Directly managed 15 accounts** and proposed advertising goals and creative concepts to clients
- Monitored and reported campaign ROI using lead-based data and analytics

## EDUCATION

Bachelor of Arts, Journalism & Advertising

University of Oklahoma (Norman, OK)

Minor in Spanish

## SKILLS

**Core:** Copywriting · Content writing · Content strategy · Brand strategy · UI/UX writing · AP Style · Copy editing · Proofreading · Television scripts · Audio scripts

**Media:** SEM · SEO · Digital · Web · Social · Print · Direct mail · Traditional

**Other:** Creative strategy · Creative direction · Content design · Journalism · Project management · Team collaboration · Analytics · Consumer insights

**Tech & Tools:** MS Office · iOS · Adobe CC (Photoshop, Illustrator, AEM, InDesign, After Effects) · Webflow · Figma