
Kelsey Gunn (She/They)

Digital Marketing Manager | Content Strategist

760-715-8766 | kelseybrookgunn@gmail.com | copybykelsey.com

Meet a content marketer who is as passionate about storytelling as they are about the environment. This meme-loving, AI-hater knows that relatable, people-first content is what works. Want a writer who specializes in crafting captivating content that runs on **brain power, not data centers**? Put me in, coach! 🧑

Freelance Digital Marketing

December 2018- Present

In a world of voiceless, sycophantic AI generated captions and blog posts, your brand deserves to stand out with honest, human-made content. (Yes, consumers can tell the difference.)

I currently offer ongoing marketing services including copywriting, email marketing, social media management, and more. From scroll-stopping graphics and captions to cheeky subject lines and product descriptions that make items fly into customers' carts, I'm your go-to for content that converts.

Digital Marketing Manager

Zest Dental Solutions, Carlsbad, CA (Hybrid)

August 2023 - May 2025

I co-lead a small team where I make a real impact. So far I have:

- Increased organic traffic by **15% YoY** since implementing my editorial calendar and content strategy
- Gained a net audience growth of **88.9%** (I'm not kidding) across all social channels since taking over content creation, posting, and tracking with Sprout Social
- Implemented a new email campaign that consistently generates over **20k in revenue** weekly (This is a lot in the dental space!)
- Developed SOPs, set up our product management software, and built automations to improve team efficiency
- Implemented "Weird Wednesdays" (we wear funky prints and colors)

I also:

- Ideate messaging and write all content for all campaigns including: blogs, emails, display ads, social ads, and landing pages
- Add and update content across the site in our CMS, Magento (including PLPs and PDPs)
- Track performance in Klaviyo, Sprout Social, and Google Analytics, and Search Console and report results directly to CEO & leadership team
- Manage vendor and freelance relationships and delegation

-
- Collaborate with CS, Product, and Sales teams when deploying promotions and product launches to ensure brand consistency throughout the customer journey
 - Work with Quality and Document Control teams to ensure regulatory compliance of all marketing materials and literature

Content Marketing Manager

HR Acuity, Florham Park, NJ (Remote)

October 2022 - February 2023

I was responsible for developing and executing a content strategy that resonated with the audience in the HR/ER industry

- Created gated and ungated content assets: whitepapers, case studies, videos, webinars, infographics
- Developed a comprehensive, omnichannel content calendar
- Managed the company's agency and freelance relationships
- Implemented a new project management software (I'm an efficiency fangirl if you can't tell!)
- Tracked content performance in Hubspot, Semrush, Google Analytics, and Google Search Console
- Researched audience demographics, industry trends, best practices, and emerging technologies to create thought leadership content

Copywriter

Propeller Communications, Summit, NJ (Remote)

March 2022 - October 2022

I wrote for a prominent brand in the pharmaceutical industry across marketing channels including: paid social ads, display ads, email marketing, and video production

- Was hired as the agency's first client-facing copywriter due to strong presentation and speaking skills
- Produced the winning tagline in a multi-million-dollar brand deal over work of the competitor
- Adhered to strict regulatory and legal guidelines, ensuring all manuscripts met high editorial standards with reputable annotations, footnotes, and references
- Conducted intensive research to understand the disease state, drug mechanism of action, efficacy, and other statistics to aid in content production

-
- Collaborated with Design, Digital Production, Project Management, and Account teams to ensure smooth communication and high-quality finished products

Senior Copywriter

Wonderist Agency, San Diego, CA

June 2019 - March 2022

In my first agency role, I rose to the title of senior copywriter after creating engaging content for 100+ clients across paid & organic channels.

- Was awarded “Employee of the Year” for 2020
- Onboarded and interviewed doctors to advise on brand voice and content strategy, helping them stand out with strong SEO and authentic online presences
- Interviewed and trained new copywriters
- Founded the agency’s UX team which included the heads of the SEO, PPC, Web, and Design teams

EDUCATION

California State University San Marcos, 2018

Bachelor of Arts (BA), Literature and Writing, Minor in French,
Magna Cum Laude

Palomar Community College, 2016

Associate of Arts (AA), French, *Cum Laude*

TECHNICAL SKILLS

Klaviyo, Figma, Sprout Social, G-Suite, Google Analytics, Google Search Console, Semrush, Webflow, Shopify, Wordpress, Adobe Creative Suite, Monday.com, Stripo, Magento, Pastel, Wix, Canva, Airtable, Asana, Notion, Ziflow, Google Ads, Loom, HubSpot, PageSense, Zoho CRM, Zoho Social, Slickplan