

EMPLOYMENT HISTORY

Copywriter at Scale Media

September 2025 - Present

Brand Focus: 1MD Nutrition • Architect AI-assisted content workflows using Claude and custom GPTs to scale production of web copy, landing pages, and video/audio scripts without sacrificing quality or brand consistency. • Apply advanced prompt engineering to iterate scripts, test messaging angles, and accelerate output across long-form and short-form ad formats. • Write SEO- and AEO-optimized web and landing page copy that improves visibility across search engines and AI-driven answer engines while converting site traffic. • Maintain a consistent, persuasive brand voice across all touchpoints, from short-form ad copy to long-form landing page content. • Partner with the performance marketing team to align content strategy with testing results and conversion data.

Copywriter at Goldman Marketing Group

March 2025 - September 2025

• Used advanced prompt engineering with Claude AI and ChatGPT, including custom GPT workflows, to produce SEO-optimized sales pages, patient education content, and conversion-focused web copy for medical aesthetics, dermatology, and plastic surgery clients. • Directed content strategy and brand voice for luxury medical practices, translating clinical services into consumer-focused messaging for high-value cosmetic procedures. • Ensured all content met strict medical advertising compliance standards across web, email, and social channels. • Collaborated with healthcare marketing strategists on patient-journey content that builds trust and drives consultation bookings.

Senior Copywriter at Maxwell PR and Engagement

June 2022 - March 2025

• Directed content strategy and copy for national consumer brands — including Dave's Killer Bread, Bob's Red Mill, Burgerville, Breton Crackers, and Trident Seafoods — across email, websites, paid and organic social, and blogs. • Maintained brand voice consistency and business alignment across external client and internal marketing content. • Partnered with strategy and account teams to translate marketing objectives into copy that drove measurable engagement and conversions.

Manager of Copywriting at C Squared Social

January 2022 - June 2022

• Led a team of writers, managing content quality and brand consistency for 400+ B2B and B2C clients. • Directed content strategy for digital marketing campaigns, product launches, and organic social content, improving engagement across channels. • Set brand messaging and voice standards for high-profile clients across platforms. • Partnered with design and marketing teams to integrate copy seamlessly into websites, landing pages, and paid ad assets.

SUMMARY

Content strategist and copywriter with 10+ years scaling conversion-focused content across web, email, social, video, and audio. Specializes in AI-assisted content workflows — including custom GPT development and advanced prompt engineering — combined with SEO/AEO optimization to grow organic visibility and drive measurable performance.

EDUCATION

Bachelor's in Bachelor of Arts in Arts and Letters

Portland State University

August 2012 - Present

Master's in Master of Fine Arts in Poetry

Vermont College of Fine Arts

July 2015 - Present

Freelance Writer and Editor

January 2018 - December 2021

- Delivered content strategy and copywriting for diverse clients, including the City of Boise and national agencies, across email marketing and social media.
- Built custom brand voice and messaging systems tailored to each client's industry and audience.

Editor at The Newsletter Pro

January 2017 - January 2018

- Edited and proofread client and internal content, ensuring alignment with AP Style and brand guidelines.
- Reviewed print proofs and partnered with writers and editors to deliver polished, error-free content.

Copywriter at Atelier Ace (Ace Hotel)

January 2014 - January 2015

- Managed and evolved the Ace Hotel brand voice across social media, email marketing, and advertising.
- Wrote product descriptions, event promotions, and branded content, keeping messaging cohesive across channels.

SKILLS

Content Strategy

Custom GPT Development

Advanced Prompt Engineering

AI-Assisted Content Workflows

SEO and AEO Optimization

Conversion Rate Optimization (CRO)

Content Strategy and Editorial Direction

Brand Voice Development

Long-Form and Short-Form Scriptwriting (Video and Audio)

Landing Pages and Web Copy

Digital and Email Marketing

Social Content Strategy

Medical Aesthetics and Healthcare Marketing

Regulatory-Compliant Content

Team Leadership and Mentorship