

## COMMUNICATIONS STRATEGIST

**Senior Copywriter | Content Developer – Internal & External Messaging | Branding Specialist**

An award-winning strategic communicator developing high-impact copy that drives commercial success by engaging target audiences through compelling storytelling. Collaborate with diverse stakeholders and business leaders to translate strategic goals into content that inspires action – from evangelizing products/brands with new and existing clients to optimizing team building and efficiencies via effective internal communication. Known for bringing an innovative approach to marketing, branding and communication, leading to new solutions that cut costs, enhance the customer experience and propel growth. Leverage diverse industry/platform experience to transform data insights into powerful copy that creates brand loyalty and consumer trust.

**Expertise: Copywriting – Brand Innovation – Strategic Messaging – Content Development – SEO/Digital Campaigns  
Client Communications – Corporate Communications – Branding & Marketing – Public Relations – Storytelling  
Customer Experience – Data Analysis – Project Management – Team Building – Omnichannel Campaigns**

### Select Career Highlights

- **Developed copy for First Horizon Bank to advance the reimagining of their brand**, including conceptualizing a new cohesive brand personality, identity, tone, look and editorial style aimed at driving enterprise growth to exceed \$100B.
- **Led content development and strategic implementation of email campaigns for Financial Partners Credit Union Home Equity Line of Credit**, proving instrumental in increasing loan origination to surpass the 2021 goal of \$121B.
- **Co-led the successful national rebranding of Western Federal Credit Union to UNIFY Financial Credit Union**, resulting in a powerful brand story that highlighted an identity that reflected the organization's core values and mission.
- **Analyzed years of data to propel digital upgrades in automation and streamline application requirements for UNIFY's digital scholarship**, leading to improvements in the customer experience, recognized by the Board and CMO.
- **Assisted a startup company in growing business from \$0 to \$25M** without spending on external marketing campaigns; advised on sales material and client communications as an Account Manager at Cynthia Michel Public Relations, Inc.

### Professional Experience

FIRST HORIZON BANK (CONTRACTED VIA LEWIS JAMES PROFESSIONAL)

2023-2024 Contract fulfilled 12-31-24

#### **Senior Copywriter/Marketing Consultant (Remote)**

Managed copywriting initiatives for the second-largest bank in the Southeast with \$83M in assets under management. Wrote and edited copy across all channels and all lines of business while collaborating with executive teams and diverse business leaders on the proper messaging for the range of materials provided/produced. Advised on integrated marketing and content strategy to promote various bank initiatives, including grand openings, the launch of digital/mobile products, and more.

- Designed copy and advised on diverse marketing campaigns as well as initiatives aimed at increasing lead generation and improving new client onboarding and promoting usage, and cross-selling journeys.
- Collaborated with design team to create/edit copy for print and digital ads, social media postings, radio ads, paid media ads, outdoor billboards, signage, video and on-hold scripting, flyers, surveys, letters, disclosures, pitch books and more.
- Partnered with executive leaders and senior management on adopting a strategic approach to messaging, creating a narrative focused on using innovation to increase stakeholder value and market share.
- Co-led the design of a cohesive brand personality, including identity, tone, look and editorial style, aimed at driving enterprise growth to exceed \$100B in assets in the next five years.
- Developed a marketing check sheet for project managers to boost speed and accuracy of creative requests.
- Constructed innovative new Mortgage Loan Officer Recruitment Pitchbook recognized as "smart" by executive team.
- Facilitated successful branch opening by developing copy for marketing and communication material.
- Enabled the wealth management division to reach and engage new clients by developing copy/content centered around a communication concept: "Create an epic financial story. Your story."

**Digital Marketing Specialist (Hybrid)**

Engaged to design, implement and manage enterprise-wide digital campaigns dedicated to increasing audience engagement, brand visibility and consumer recognition/trust. Developed content and copy for both digital and traditional campaigns, generating material for radio ads, websites, social media platforms and more. Defined strategic vision for content and art direction while coaching, mentoring and managing vendors, colleagues and interns.

- Designed content and managed consumer loan email campaigns that were instrumental in generating record-breaking funding in September 2021 and pivotal in surpassing the 2021 goal of \$1.2M in funded loans.
- Led content development and strategic implementation of email campaigns for Home Equity Line of Credit, proving instrumental in increasing loan originations to surpass the 2021 goal of \$121B.
- Consulted and advised executives in consumer lending, real estate, wealth management, digital banking and more on the development of marketing copy that would reach their target audiences and drive credit union growth goals.
- Enhanced the productivity of email campaigns by automating and personalizing journeys for five active initiatives.
- Drove the transition to a more robust email automation platform, creating an improved member and non-member experience in the process while strengthening the performance of the Finance Partners brand.
- Improved marketing and auditing procedures by creating a detailed, streamlined checklist for NCUA compliance.
- Led efforts to improve processes and workflows with the aim of optimizing member/customer engagement via email by reducing the number of outdated member email addresses on file.

**UNIFY FINANCIAL CREDIT UNION (FORMERLY WESTERN FEDERAL CREDIT UNION) – *Torrance, CA***

2013-2020

**Marketing Project Lead & Copywriter**

Managed both digital and traditional campaigns at a credit union with a national footprint. Oversaw creation and implementation of content and art across digital, email, social, web, video, broadcast and print platforms. Promoted cross-functional collaboration to understand and meet the needs of diverse business units while acutely managing budgets, timelines and resources. Led special promotions for select employer groups, including the LA Rams, Toyota and Northrup Grumman.

- Created new branding and operational best practices for the contact center and in-branch team members to enhance customer communications, engagement and satisfaction.
- Identified programming changes that elevated the member experience while cutting administrative costs 23%.
- Strengthened quality control and NCUA compliance by introducing a new marketing proofing process.
- Proved instrumental in leveraging a partnership with the LA Rams to engage members with video content, game-day and fan experiences and other co-branded activities and events.
- Conceived, launched and managed all aspects of the UNIFY blog, including hiring, training and overseeing two freelance copywriters while developing content for daily postings.
- Developed a formalized social media strategy and created content calendars for the blog and social media postings.
- Designed meaningful content and revamped outreach methods to grow Facebook followers 142% within six months.
- Earned 2018 UNIFY Values Award, “Own It,” for increasing digital financial education attendance by 36% while cutting costs per attendee by 13%. Tested copy, evaluated impact, and optimized strategy for reaching target audience.

**PRIOR:** **Assistant Director of Partnership Development**, PEACEPARTNERS, INC.: Co-directed a marketing, sales and customer service team while leading the development of content for email campaigns and social media sites/postings.

**Copywriter & Program Manager**, STATE OF THE ART SEMINARS: Wrote marketing materials for continuing education for teachers nationwide and developed messaging/content to increase attendee revenue by \$35K in 12 months.

**Marketing & Administrative Specialist**, AMERICAN EXPRESS FINANCIAL ADVISORS: Delivered comprehensive support to two senior advisors, overseeing client communication while scheduling/managing meetings for the executives.

**Account Manager**, CYNTHIA MICHEL PUBLIC RELATIONS.: Designed content for the ASR Trade Expo, generated repeat media coverage for clients such as Varnet, T. Marzetti, Walker Zanger and led product launches for Billabong Girls, Heelys.

**Freelance Copywriter**, MULTIPLE CLIENTS: Wrote promotional copy for beauty, gift and photography businesses.

**Education**

**BA, Communications & Public Relations** – CALIFORNIA STATE UNIVERSITY, FULLERTON

**Digital Marketing Certificate** – CORNELL UNIVERSITY (E-CORNELL)