

CHELSEA BISHOP

 Los Angeles, CA  +1 (541) 510-3568  chelseamb8@gmail.com  www.alachelsea.com

Digital copywriter with 9 years of experience delivering captivating copy to 65+ clients, ranging from small nonprofits to companies with \$100M+ in revenue. Skilled at building brand loyalty via strategic storytelling.

PROFESSIONAL EXPERIENCE

Copywriter & Content Creator | Freelance

July 2015 – Present

Evolve brand voice, improve SEO, and boost business with quality digital content for clients in a wide range of industries spanning from wellness and beauty to education and entertainment.

- Write creative marketing collateral like targeted promotional emails, product description pages, taglines, landing pages, paid ads, and educational newsletters for leading CBD company Medterra
- Foster enduring relationships with clients like USC's Spatial Sciences Institute (social media writer and manager for 8 years; increased organic impressions by 108% and follower base by 167% in 4 years)
- Tackle tight deadlines for long-form articles optimized to hit page #1 of Google search results
- Use Sprout Social to showcase performance highlights, like a 1603% engagement increase per tailored strategy recommendation to increase post frequency and respond to popular tweets

Content Writer & Editor | Counterintuity, LLC

July 2015 – August 2021

Wrote, edited, and managed content (in-house and remotely) for a small marketing agency and its many clients.

- Developed brand identity and increased audience for popular pet products company – conceived 90+ fun, informative blogs and regular emails contributing to a 51% increase in website sessions
- Composed copy specifically for branded social graphics, between 10-20 per month for key clients
- Coordinated a social calendar of engaging posts, relevant hashtags, and user-generated content that yielded 125,000 impressions and 5,700 engagements in first month of a MarCom Award-winning social campaign
- Strengthened companywide QA accuracy to 100% by overseeing final edits to deliverables

Social Media Manager | The Colony Theatre

July 2015 – January 2016

Collaborated with artistic director to enhance social presence and marketing strategy for nonprofit theatre.

- Created 50+ unique eblasts (designed in Photoshop, sent to select audiences in Constant Contact with a 25% average open rate) and managed social advertising budget for 15+ shows and sold-out performances
- Interviewed actors and audiences while photographing opening nights, incorporated quotes and images into promotional social media graphics

Marketing Assistant | Counterintuity, LLC

March – June 2015

Handled client communication, reception, and event planning in addition to writing blogs and social posts.

- Built Twitter following and published blogs using CMS software like ExpressionEngine and Buffer
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EDUCATION

Bachelor of Arts in Journalism, Minor in Business Administration | University of Oregon