CHELSEA BISHOP

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

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 ٠ 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

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

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

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

EDUCATION

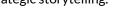
Bachelor of Arts in Journalism, Minor in Business Administration | University of Oregon

July 2015 - August 2021

July 2015 - Present

March – June 2015

July 2015 – January 2016



www.alachelsea.com