

EXPERIENCE

J.W. Pepper

Copywriter

Exton, PA

April 2022–Present

- Created the company's first-ever style guide which includes distinct tone and phrasing for 20+ unique audiences, setting standards for all customer-facing communication
- Solely responsible for seasonal updates to J.W. Pepper website, including banners and landing pages, to support company-wide advertising campaigns
- Manage regular updates and contribute articles and press releases to the J.W. Pepper blog and frequently asked questions (FAQ) pages
- Use specific value propositions to write B2C promotional emails, newsletters, surveys, targeted campaigns, and catalog copy for audiences including band, orchestra, and choir directors and independent composers
- Collaborate with organization leaders including Director of Marketing and Chief Financial Officer to update UX copy including internal system messages and Accounts Receivable copy
- Collaborate with Video Coordinator to write and edit scripts and descriptions for YouTube videos

Toll Brothers

Copywriter, Brand & Creative Team (Contract)

Fort Washington, PA

October 2021–April 2022

- Crafted and presented copy to senior marketing leadership that sold homes within new luxury residential communities, including online and print materials
- Created a process that increased the quality of design descriptions used to sell homes
- Drove buyer engagement at the community and national levels by writing community inserts; original community, collection, and home design names; and copy to support high-priority marketing campaigns

Various Clients

Freelance Content Writer

Remote

October 2019–October 2021

- Wrote SEO-optimized, short- and long-form blog articles and web content for clients including BKA Content, a family-owned pest control company, the city of Galveston, Texas, and UNation.com
- Created over 200 short-form SEO articles centered on a variety of different search terms, topics, and keywords provided by clients in order to drive web engagement

QVC

Copywriter (Contract)

West Chester, PA

March 2020–February 2021

- Wrote and edited copy for promotional email sales campaigns for over 10 departments
- Created compelling copy featured on QVC.com landing pages, Facebook, and Instagram
- Developed detailed, storytelling product descriptions for items sold on QVC.com

Adath Israel Synagogue

Program and Marketing Coordinator

Merion Station, PA

May 2017–January 2020

- Promoted member engagement by writing and designing marketing materials including a quarterly bulletin and weekly e-newsletter that reached over 1,500 people
- Managed operations by working with facilities staff and synagogue leadership to execute quality events

Jewish Relief Agency

Program Assistant

Bala Cynwyd, PA

November 2015–April 2017

- Wrote articles for the JRA blog and maintained JRA's online presence on Facebook, Instagram, and jewishrelief.org

EDUCATION

Lafayette College

Bachelor of Arts with majors in English and Spanish, summa cum laude (GPA 3.85)

Easton, PA

- Member, Phi Beta Kappa (Academic Honor Society)