



shannon casey

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PROFILE

Senior Copywriter and Editor specializing in building and managing content marketing teams.

EXPERIENCE

Michelson Found Animals, October 2017-September 2019

Senior Copywriter and Editor

- Built a team of three writers, writing hundreds of articles, each amassing up to 1 million pageviews.
- Did keyword research (SEMrush), analyzed data via Google Analytics and presented weekly reports.
- Project manager for a content migration which increased site pageviews by 300% in 3 months.

NeySea, June 2016-November 2018

Director of Marketing Communications

- Worked with Managing Director to establish all marketing, advertising and public relations strategies.
- Oversaw development of all marketing materials, including conception, design and copywriting.

ZipRecruiter, March 2017-June 2017

Contract Senior Copywriter and Editor

- Hired five writers and managed and edited the work of seven writers producing 60 SEO pages per week.
- Assigned and edited all SEO work using Moz (SEO software) and published pages via WordPress.

BOB Gear and Britax Child Safety, May 2015-March 2016

Contract Senior Copywriter and Editor

- Collaborated with the VP of Marketing, Director of Digital Marketing and Brand Managers.
- Established a style guide, content strategy and project calendar for the United States division.
- Wrote and edited all catalogues, packaging copy, video scripts and digital content.

The ClearPath Foundation, December 2014-February 2015

Contract Senior Copywriter and Editor

- Worked with the CEO and Creative Lead and managed a four-person research and writing team.
- Wrote video scripts and edited more than 250 pages of copy in Adobe Experience Manager (AEM).

Red Ventures, September 2011-December 2014

Senior Copywriter and Editor, April 2013-December 2014

Junior Copywriter, June 2012-April 2013

Freelance Copywriter, September 2011-June 2012

- Managed a content team of six writers and editors, producing hundreds of pages of per month.
- Used split (A/B) testing to increase profit per visit by 44% and approved applications per visit by 25%.
- Wrote video and radio scripts, blogs, news releases, infographics, product descriptions, Google AdWords copy, headlines, calls to action (CTAs), paid search copy, consumer guides, manuals and newsletters.
- Crafted and posted weekly updates for Twitter, Facebook, Instagram and Pinterest.
- Wrote and edited more than 4,000 words per day of SEO copy for various business-to-business (B2B) and business-to-consumer (B2C) brands, including American Express, Verizon, AT&T and DIRECTV.
- Wrote a news release picked up and republished by more than 400 websites.

SKILLS

Project management, Advanced Google Analytics, HTML, Content management systems (CMS), WordPress

EDUCATION

Bachelor of Arts, 2010

Hampshire College, Amherst, MA