

ASHLEY LAABS

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LINKS

www.writtenbyashley.com

www.linkedin.com/in/alaabs

EDUCATION

Bachelor of Arts
Adrian College 2009
Adrian, MI

Major: Writing
Minors: Communications, Music
Departmental Excellence in
English, Summa Cum Laude

Digital Marketing Certificate
General Assembly 2015
Seattle, WA

Content Strategy Certificate
U. of Washington 2016
Seattle, WA

PROFESSIONAL DEVELOPMENT

Content Strategy Book Club
April 2015 – Present

Seattle IA & UX Meetup
March 2015 – Present

Content Strategy Seattle
Jan 2015 – Present

SOFTWARE

Office 365, Google Productivity Suite, AP Stylebook, Trello, Hootsuite, Google Analytics, Google AdWords, Canva, Adobe InDesign, Google Trends, Basecamp, Wordpress, Rival IQ, Buffer, MailChimp, Constant Contact, CodePen, Toggl, Dalim Dialogue Engine

EXPERIENCE

COPYWRITER, D1 CREATIVE

Amazon - Seattle, WA 2017

- Created content for the Mother's Day Gift Guide, contributing to 2.5 million visits and \$22 million in revenue
- Led a team of copywriters through the optimization of 123 emails for Amazon Family, increasing touchpoints by 74%
- Wrote and edited marketing copy for Amazon.com's major retail categories, including Home, Wedding Registry, and Amazon Echo, among others
- Collaborated with category leaders to develop cross-channel content that embodied brand voice while addressing project goals and customer needs
- Conceptualized, presented, and implemented creative directions alongside a creative team

FREELANCE WRITER / MARKETER

Written by Ashley – MI, WA 2010 – Present

- Managed 15 freelance accounts
- Wrote and edited goal-oriented content for blogs, emails, presentations, social media, websites, search and social ads, print articles, press releases, and direct marketing
- Provided retail business development, public relations, user experience, and promotional recommendations flowing from marketing strategy
- Uncovered business goals and content needs through stakeholder interviews and competitor analysis

CONTENT SPECIALIST

ActX - Seattle, WA 2016 – 2017

- Optimized landing pages, keywords and ad copy. Improved search advertising quality rankings by 300% and click-through rate by 100%
- Supported sales initiatives through targeted email campaigns, paid search, social media advertising, and influencer marketing
- Wrote updated product messaging for primary audiences
- Developed internal copy standards and references

MANAGING EDITOR

Smart Tan Magazine – Jackson, MI 2011 – 2015

- Shaved two days from approval timelines with new tools and workflows
- Managed and provided coaching for two staff writers
- Conceptualized, researched, wrote, and edited content for print and digital contexts
- Developed new columns and led editorial meetings with stakeholders
- Governed resources for project management, contributor relationships, and editorial style guides