

ASHLEY LAABS

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LINKS

www.writtenbyashley.com

www.linkedin.com/in/alaabs

EDUCATION

Bachelor of Arts

Adrian College
Adrian, MI

Major: Writing

Minors: Communications, Music

Digital Marketing Certificate

General Assembly
Seattle, WA

Content Strategy Certificate

U. of Washington
Seattle, WA

PROFESSIONAL DEVELOPMENT

Content Strategy Book Club

April 2015 – Present

Content Strategy Seattle

Jan 2015 – Present

SOFTWARE

Office 365, Google Productivity Suite, Box, Adobe InDesign, Wordpress, MailChimp, Constant Contact, Trello, Basecamp, 10,000 Feet, Toggl, Hootsuite, Buffer, Google Analytics, Rival IQ, Google Trends, Google Adwords, Canva, CodePen, Dalim Dialogue Engine

EXPERIENCE

FREELANCE WRITER / MARKETER

Written by Ashley – Seattle, WA

Oct. '10 – 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
- Produced strategic content tools including editorial calendars, guidelines, brand stories, keyword research, competitor audits, and buyer personas

COPYWRITER

Rational Interaction – Seattle, WA

Oct. '17 – Jan. '19

- Conducted stakeholder research and standardized messaging across AWS Training and Certification
- Created a flexible system of email templates with accompanying style guidelines for T-Mobile
- Conceived and executed national and global campaigns for multiple clients

COPYWRITER, DI CREATIVE

Amazon – Seattle, WA

Jan. '17 – Sept. '17

- 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
- Conceptualized, presented, and implemented concepts alongside a creative team

CONTENT SPECIALIST

ActX – Seattle, WA

Feb. '16 – Jan. '17

- 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

Mar. '11 – Sept. '15

- Shaved 2 days per month from approval timelines with new tools and workflows
- Managed and provided coaching for two staff writers and occasional freelancers
- Conceptualized, researched, wrote, and edited content for print and digital contexts
- Developed new columns and led editorial meetings with stakeholders