

BECCA BARNES, M.A.

Jacksonville, FL • (904) 315-5771 • barnescopy@gmail.com •

CONTENT MARKETING | COPYWRITING | SOCIAL MEDIA | FREELANCE WRITER

DIGITAL MARKETING SPECIALIST

- Marketing and Communications professional creating high-quality writing for organizations that are seeking to expand their digital footprint within their markets
- Effective in launching powerful multi-channel marketing campaigns
- Successfully provides leadership, guidance and direction to business clients across multiple industries
- Recognized for creating authoritative content that drives awareness and adds immeasurable value to the brand
- Assisted with event launches, such as Comcast NBC Universal's Rio Olympics and a young professionals event hosted by Jacksonville Mayor Lenny Curry
- Published an article in *Jacksonville Restaurant Reviews*
- HubSpot Academy Inbound Marketing Certified
- Portfolio samples are available upon request



"Becca is one of the most thoughtful and considerate people I've ever met."

AREAS OF EXPERTISE

- | | | |
|----------------------|------------------------|--------------------------|
| ♦ Project Management | ♦ Creative Development | ♦ Quality Assurance |
| ♦ Strategic Planning | ♦ Customer Service | ♦ Social Media Platforms |
| ♦ Content Creation | ♦ Lead Generation | ♦ Marketing Campaigns |
| ♦ Brand Awareness | ♦ Email Marketing | ♦ Performance Metrics |

PROFESSIONAL EXPERIENCE

BECCA BARNES (FREELANCE CONTRACTING) | JACKSONVILLE, FL | JAN 2017 - PRESENT

Copywriter | Content Marketing Specialist | Digital Marketing Specialist

Works as an independent consultant, specializing in providing creative content strategy to marketing and advertising agencies. Key clients: St. John & Partners, BowStern, 20 Twenty Creative and Tigris Content.

LEADERSHIP

- Demonstrates a strong sense of accountability, acting in the best interests of clients while managing multiple complex projects.
- Work with Account Managers and Strategic Leads on projects and often talk with the agency's clients directly on messaging strategy, such as tone and target audiences.

CONTENT STRATEGY

- Plan, research and write content: Articles and blog posts, website content, email marketing, video script writing, social media posts and advertising copywriting.
- Optimize digital content, such as keywords, snippet text, meta descriptions, title tags images and graphics for search engine optimization (SEO).
- Creating creative and clever email subject lines for generating higher open rates and email conversions.
- Edit copy for AP style mistakes, grammar, punctuation and spelling.

UX DESIGN/USER EXPERIENCE

- Work with developers and graphic designers at agencies to create wireframes for website creation.
- Create wireframes as a visual guide for website content, specifically outlining clear, concise copy that converts for each optimized page.
- Write compelling content to a specific designed layout for functionality and user experience.

EDUCATION

Master of Arts, M.A.
Mass Communication
College of Journalism
University of Florida
Graduated: 2014

Bachelor of Science, B.S.
Communication
College of Arts and Sciences
University of North Florida
Graduated: 2010

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SOUTHERN STRATEGY GROUP | JACKSONVILLE, FL | FEB 2016 - NOV 2016

FL Office Administrator



Acted as a key contributor for government lobbying firm. Portfolio consists of clients, such as the Mayor of Jacksonville, Comcast NBC Universal and University of North Florida. In addition, managed Southern Strategy Group's business digital marketing networks.

CLIENT RELATIONS

- Regularly coordinated with key external stakeholders and provided exceptional client relations management.

DIGITAL MARKETING

- Created new monthly email newsletter to current and prospective clients.
- Managed email marketing strategy planning content every month, writing content and sending via Content Management System (CMS) MailChimp.
- Grew and retained email subscribers and managed lists.
- Created social media posts for Facebook and Twitter and designed graphics.

MAC PAPERS | JACKSONVILLE, FL | MAY 2015 - JAN 2016

Marketing Coordinator



Mac Papers is the largest distributor of printing paper and envelopes in the southeastern U.S., generating over \$500M annually in sales revenue.

MARKETING CAMPAIGNS

- Managed Twitter by studying audience behavior and creating digital marketing content.
- In collaboration with a Graphic Designer and staff, created multimedia graphics for marketing campaigns.

PRODUCT MARKETING

- Aligned with executives and personnel to verify accuracy and relevance of product marketing.
- Partnered with senior leadership on defining product information for five lines of business (including eCommerce).

PERFORMANCE TRACKING

- Conducted performance tracking by evaluating specific key performance indicators (KPIs), such as lead generation from digital campaigns for appropriate departmental routing.

EMAIL AND SOCIAL MEDIA MARKETING

- Wrote and distributed monthly email newsletter articles to over 20,000 B2B clients.
- Managed editorial calendars for social media and email marketing campaigns.

MV PORTFOLIOS | JACKSONVILLE, FL | JUNE 2014 - NOV 2014

Communications Director



MV Portfolios is a publicly traded (penny stocks) technology startup company that specializes in working with college technology transfer offices to monetize patents pertaining to mobile applications.

BRAND MESSAGING

- Worked directly with the CEO and acted as a trusted advisor for the executive team on drafting company communications and messaging strategies.
- Partnered with a Graphic Designer to create a marketing infographic.
- Created and managed social media pages for the company.

DIGITAL CONTENT DEVELOPMENT

- Coordinated with developers to optimize website architecture and page construction for user experience (UX) design.
- Drafted and distributed press releases via MarketWired (formerly, now a part of West), resulting in publications in CNN Money and Yahoo! Finance.

EARLY CAREER

NBC News | *Paid Staff* | 2012 • Harden and Associates | *Account Assistant* | 2010 -2011
University of North Florida | *Director, Volunteer Center* | 2008 - 2010

TECHNOLOGY

Mac and PC OS | MS Office: Word, Excel, Publisher and PowerPoint | SEO: SEM RUSH, Serpstat | Slack | Asana | GSuite | Salesforce | Hootsuite | Photoshop | Canva | Campaign Monitor | MailChimp | Google Analytics, Google Trends | Facebook Insights | HTML | WordPress, Weebly and Squarespace | All Major Social Media Platforms: Twitter, Facebook, Instagram, SnapChat, Pinterest and LinkedIn