**EDUCATION**

California State University, Chico | BA in Journalism & Public Relations, Minor in Humanities, 2012

**WHAT I’M ALL ABOUT**

*Who*: A dynamic copywriter and UX writer who uses words to design and communicate user experiences.

*How*: I craft user-centered website copy that converts, create product descriptions that sell, and bring brand initiatives to life by using over nine years of expertise as a freelance copywriter. I use copy to distill complex concepts into empathetic and genuine communication. Working on cross-functional teams for a truly collaborative approach to content and content architecture is my happy place.

**PROFESSIONAL EXPERIENCE**

*Freelance Writer at* [*alia-gray.com*](https://alia-gray.com/)*,* 2011 - current

* Content architecture, UX writing, voice and tone guides, longform, email marketing, website copy, writing for SEO, press release, branding, product description, social media writing and implementation
* Services for brands including: Reebok, adidas, Gaiam, SAP SuccessFactors, SAP Best Run

*Marketing Coordinator,* Perkuto, 2019 - 2020

* Pitched, researched, interviewed, and wrote thought-leadership and instructive marketing operations blog posts to maintain a consistent, high-quality content schedule
* Lead monthly company webinars including: story direction, copy, email marketing, social promotions, moderation of presentation, follow-up communications and sales-team alignment
* Implemented new sharing capabilities for company content and maintained social media accounts

*Account Coordinator,* Social Tribe, 2018 - 2020

* Crafted social media copy and strategy for enterprise companies, tailored for specific industry niches
* Scheduled, amplified, and reported analytics on social posts across different channels

*Copywriter and Content Strategist,* CG Sign Lab, 2018 - 2019

* Strategized and created copy for continuous digital marketing campaigns, including email marketing, social media, and seasonally-inspired initiatives
* Wrote website copy for company rebranding using and fine-tuning a voice and tone guide

**HONORS & ACTIVITIES**

* Finalist for the B2B Marketing Zone Content MVP Awards 2020
* 3X Olympic Trials Qualifier (2X marathon, 1X Track & Field 10K)
* 10th place at Olympic Trials Marathon, 2016
* Founding member of Roots Running Project, a non-profit 501(c)(3) Olympic development distance running group