

Brianna Smith



smithbriannae@gmail.com



6163370940



[linkedin.com/in/brianna-smith-30a71b64](https://www.linkedin.com/in/brianna-smith-30a71b64)



<https://www.legalreader.com/author/briannasmith/>

Summary

With seven years of digital content creation and marketing experience under my wing, I've had the privilege of working with clients from a variety of backgrounds and industries. I have strong copywriting and project management skills, and have created and managed content for websites, blogs, product descriptions, newsletters, social media campaigns and email marketing campaigns.

Experience



Staff Writer

Legal Reader

Dec 2015 - Present (5 years 1 month +)

I write and edit blogs summarizing and analyzing current events and trending news stories in the political, economic, consumer product, and healthcare sectors. I also help manage our social media accounts.



Editor

Great Lakes Banker Magazine

Jan 2020 - Jun 2020 (6 months)

I oversaw the creation of our monthly magazine by collecting news stories from leaders in the banking industry around the Great Lakes region. Each publication was mailed out monthly to thousands of customers and was filled with stories about current banking news. I worked with our designer to ensure each issue was well edited and formatted in In-Design so our subscribers received the best product possible.



Marketing Writer

Konica Minolta Business Solutions

Dec 2013 - Aug 2015 (1 year 9 months)

I managed the marketing website and wrote, edited, and submitted RFPs and RFIs on behalf of the company. I was also responsible for posting daily blogs and maintained social media accounts to help attract followers and new customers.

Education



Grand Valley State University

B.A, International Relations

Skills

copy writing • editing • indesign • marketing • marketing management • Google Analytics • Klaviyo
• WordPress • Content Creation