

Leah Westfall

Digital Copywriter & Web Content Writer/Editor

Email: Leah.Westfall@gmail.com

Cell: (330) 590-0094

Site: LeahWestfall.com

LinkedIn: <http://www.linkedin.com/in/leahwestfall>

Summary

Digital writer/editor with over five years of experience working as a Digital Web Content Editor, Content Editor, Digital Copywriter, and Writer. Experience working for eCommerce sites writing marketing material—email, site banners, CMS, homepages, landing pages, newsletters, social media, and site articles. Also experience developing digital style guides, editorial brand guidelines, and voice & tone across multiple mediums. Experience with keyword implementation and SEO, direct response marketing, vetting and editing legacy content, developing site content plans, and overall line editing and proofing.

Skills

Writing, editing, copywriting, research and proofing. Knowledge of database management systems (DBMS), web content management systems (WCMS) such as Alchemy, search engine optimization (SEO), keyword implementation, and social media content writing, publishing, and tracking (Facebook and Twitter using Raven platform). Knowledge of writing for eCommerce marketing, direct response, and marketing materials with advanced knowledge of Microsoft Office, and working knowledge of blogging platforms.

Relevant Experience

Gaiam, Louisville, CO

Contract Copywriter

September 2014 – Current

- | Worked to develop a digital copy style guide and work with Creative Director to revise creative process and creative review process.
- | Developed new style, tone, and voice behind website, product copy, and social copy as market demographic has changed.
- | Updated ~300 product descriptions across Gaiam.com and GaiamPro.com with updated copy, formatting, and voice.
- | Wrote copy for homepages, social, and email campaigns softly incorporating new style, tone and voice while shifting away from old demographic and audience.
- | Worked as Editor and head of Gaiam Life blog (blog.gaiam.com) and worked with five contributing writers to implement content calendar and revised schedule for writers, develop writer's blog ideas and ensure updated Gaiam voice and content, and edit received work.

Colorado State University – Global Campus, Greenwood Village, CO

Contract Copywriter

July 2014 – August 2014

- | Brought on to join existing marketing team on a complete site redesign and re-launch project.
- | Rebranded, helped to rewrite, and created ~500 pages of content in approximately a month long time period.
- | Helped to develop new tone, voice and brand to make content more conversational, student-friendly, and digestible as well as add value propositions and outcome drivers to existing content.
- | Implemented and help to create new site strategy, new navigation, and structure to drive audience deeper into the site and to the information they are seeking faster and more accurately.

Sports Authority, Englewood, CO

Digital Copywriter II

December 2012 - May 2014

- | Worked as essential part of the creative team writing and producing copy for various mediums including email (with subject lines and snippets), home pages, site articles, CMS, banner and display, social media content, and landing pages.
- | Helped to meet and exceed 2013 Q4 eComm sales goal of \$75MM as lead digital copywriter on developed task force for all things "holiday".
- | Collaborated on creative pieces from start to finish by participating in kickoff meetings,

brainstorm process, writing, aspects of design and layout surrounding messaging hierarchy, proofing and editing process, and formal creative reviews and revisions.

- | Strengthened processes of digital production by offering critical feedback at appropriate times, and worked with creative team and stakeholders and traffic to streamline and reduce rework.
- | Often requested on projects by outside teams to create copy for "hot" and urgent projects due to ability to produce accurate work quickly and efficiently.
- | Voluntary co-chair of teambuilding committee — planned various activities for marketing department of ~150 to improve communication between departments and boost team and employee morale.

American Physician Institute for Advanced Professional Studies, Oak Brook, IL

Editor

January 2012 - November 2012

- | Line edited medical copy, marketing materials, and instructional documents (SOPs) for both the API product (medical board prep courses) and internal communication including printed text of oral lectures, medical multiple choice question quizzes, and internal processes and procedures.
- | Created and continually update an API style guide to be utilized by both internal editors and externally by contracted medical writers, medical editors, and medical doctors.
- | Functioned as part of the Resource Team inputting ideas to streamline editing processes and copy flow.
- | Uploaded edited multiple choice questions to create medical board prep quizzes on API website using the backend of site and some HTML.

Monster Worldwide (Monster.com), Chicago, IL

Web Content Editor

March 2010 - August 2011

- | Key member of the creative team collaborated with product team and designers to steer the content and direction of Fastweb.com for optimal user experience and member growth (earned ~2.5 million new members from March 2010 to August 2011).
- | Created and published original content on Fastweb.com on a daily and weekly basis. Conceived and pitched story ideas, researched, fact checked, interviewed, implemented SEO techniques, and uploaded content to Alchemy content management system.
- | Created 'sticky' content that drove high numbers of page views to Fastweb.com (59,462 page views on a single original content article).
- | Headed a student columnists initiative by managing and editing the work of six student columnists.
- | Created and maintained multiple social media outlets, grew followers exponentially, stayed up to date on social media trends, and monitored growth and posts using bit.ly and Involver software.
- | Helped facilitate and launch social media plan that grew followers from ~11,000 to 71,868.
- | Requested during crisis situations to efficiently draft immediate communications to be distributed via social media and email to mass audiences on behalf of the company.

Education

DePaul University, Chicago IL

- | **Master of Arts** in Journalism
 - o Completed a five year BA/MA program in less than five years. Completion date: March 2009.
- | **Bachelor of Arts** in Communications
 - o Worked as a contributing writer for The DePaulia, DePaul University's student newspaper and site 2004 – 2009.

Additional Skills & Information

- | Thrives in a fast-paced, deadline-oriented environment with great ability to multitask.
- | Excels in group and team project settings using leadership skills while maintaining an open minded philosophy and respect for other's ideas.
- | Self-starter, ability to prioritize, and time manage.
- | Quick learner; willing to train and learn new skills in an effort to self-improve and execute projects, position, and responsibilities.
- | Willingness to travel up to ~25% of time.