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A versatile writer and word-herder who brandishes her craft to fuel reader engagement.

HIGHLIGHTED SKILLS

- Author a broad spectrum of content: email campaigns, blogs, product descriptions, website content, whitepapers, brochures, newsletters, banner ads, tag lines, social media posts, packaging
- Write keyword-rich, SEO digital copy
- Deploy appropriate voice and tone adaptation for diverse audiences
- Adhere to brand identity with consistency
- Harness storytelling to enhance reader experience
- Transform research and technical information into reader-accessible content
- Compose B2B and B2C deliverables, both print and digital formats
- Collaborate with designers, subject matter experts, and team members
- Copyedit and proofread with precision
- Exercise agile project management
- Meet deadlines habitually
- Interview customers and clients

COMPUTER SKILLS

HubSpot • WordPress • Squarespace • Wix • Photoshop • Illustrator • Windows and Mac OS

WORK EXPERIENCE

Corporate Tax Incentives, Marketing Copywriter (Remote) Sacramento, CA **03/2019 – 11/2019**

- Authored compelling content for a newly established marketing team to build a strategic repository of marketing and educational collateral: whitepapers, blogs, emails, case studies
- Crafted benefit-driven [blogs](#) that increased website traffic by 35% and brand awareness
- Wielded storytelling to engage readers and infuse dry topics with personality
- Drafted succinct case studies from raw video and audio files
- Collaborated regularly with remote team, including designer and subject matter experts
- Wrote and edited original content for redesigned website, including staff bios
- Employed research to deliver content veracity and appropriate voice to all branded content

Assurance Software, Contract Writer (Remote) Wayne, PA **11/2017 – 03/2019**

(Formerly Sungard, Assurance division was sold in May 2018)

- Increased site traffic with informative blogs that rendered storytelling to amplify reader experience
- Drew upon research to generate topic ideas, keyword-rich content, and to write branded content for B2B SaaS developer: whitepapers, tip sheets, landing pages, and infographics
- Wrote vertical lead generation emails
- Participated in content marketing strategy development and topic generation
- Partnered with team, including designers, to develop new brand identity and company tag line
- Composed monthly newsletter to elevate brand awareness

Writing Assistance, Inc., Freelance Copywriter (Remote) Plymouth, MN **11/2018 – 03/2019**

- Developed promotional ads to maximize lead generation
- Wrote and updated company's website content

Coinforce, Freelance Content Writer (Remote) Olympia, WA **08/2017 – 09/2017**

- Wrote SEO articles related to military challenge coins to populate new web domains
- Sourced information through interviews and research of topics and current news

NW Territorial Mint, Copywriter (Remote) Kent, WA **11/2015 – 03/2017**

- Wrote conversion-focused product descriptions, emails, and other marketing copy for online retailer of custom awards and coins related to academia, military, first-responders, and general public
- Spearheaded effort to update company website and establish social media presence
- Drafted video scripts, including video presentation for *Merikin Medal of Merit* awards ceremony
- Refined and retained brand identity while adapting voice and tone for a range of audiences
- Employed storytelling that breathed life and depth into product descriptions
- Bolstered sales by 27% with targeted email campaigns and mailers
- Researched military history and other niche audiences to write with authenticity
- Conducted fastidious project management that met deadlines in a fast-paced, fluid environment
- Collaborated with designers to produce printed and digital deliverables, including packaging copy
- Interviewed customers to draft compelling case studies and articles

Everett School District, Editorial Writer (Contract) - Everett, WA **09/2015 – 10/2015**

- Wrote campaign of articles that advocated classroom technology and increased district funds
- Connected with district voters through non-bureaucratic language, introspective analogies, and real student stories gathered through interviews

Legwork PRM, Copywriter (Remote, Contract) - Wenatchee, WA **12/2014 – 10/2015**

- Converted dry dental-speak into engaging, patient-accessible branded content that bolstered dentists' marketing goals for this B2B business
- Wrote, edited, and updated website content for company and clients
- Authored articles published in *North Seattle Aesthetic Dentistry* magazine
- Composed direct marketing email campaigns consisting of emails, landing pages, and eBooks
- Crafted pay-per-click ads and internal company blogs
- Exploited SEO best practices for online content
- Interviewed B2B clients for staff bios and personalization of web content
- Performed intensive research and fact-checking to ensure content accuracy

For Beginners Publishing, LLC, Author (Contract) – forbeginners.com **05/2014 – 08/2014**

- Wrote book manuscript, *Gluten-Free Guide for Beginners*; completed within three-month contract

Gold Seal Reviews, Book Reviewer (Freelance) - goldsealreviews.com **11/2013 – 05/2014**

- Composed book reviews for Amazon.com, Barnes & Noble, and iTunes

K & L Distributors, Ad Copywriter / Graphic Designer - Renton, WA **08/2005 – 12/2013**

- Edited, designed, and wrote creative content for branded promotional ads
- Conducted strategic project management to meet deadlines

EDUCATION

Long Ridge Writers Group, CT - Creative Writing and Editing

Art Institute of Dallas, TX - Computer Animation and Graphics

York College of Pennsylvania, PA – Fine Art and Graphics