

Name

Leah Westfall

Digital Copywriter & Web Content Writer/Editor

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Other

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 materials—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 also direct response marketing, vetting and editing legacy content, developing site content plans, and overall line editing and proofing.

Other

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.

Other

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 read 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 and 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.