Abigail Hartnett

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I'm a marketing copywriter turned web developer. Through my website-centered SaaS career, I've developed a passion for building beautiful, functional digital experiences that users love.

EXPERIENCE

Sr. Manager of Content and Web Experience

MAXIO │ JAN 2023 - PRESENT

Manages website strategy and operations for maxio.com.

Responsibilities:
- Creating and managing the website roadmap
- Managing external contributors (SEO agencies, writers, developers)
- Tracking and analyzing website performance to inform strategic planning
- Copywriting and web development

Content Manager

MAXIO │ OCT 2020 - JAN 2023

Managed the creation and publication of web-based marketing content. Oversaw external contributors and direct reports, and served as a key writer for blog posts, website copy, and emails.

Content Development Specialist

LUMERIT EDUCATION │ 2018 - 2020

Developed a wide variety of marketing content, including ebooks, blog posts, email campaigns, landing pages, and website copy. Oversaw content and SEO strategy.

Copywriter

COLLEGEPLUS │ 2015 - 2018

Developed conversion-focused copy for landing pages, email, and web.

SKILLS AND TECHNOLOGY

HTML CSS JavaScript Next.js React TypeScript Tailwind Git

Contentful Figma GA4 GitHub Vercel Netlify