BONNIE ANDERSON

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Results-driven, client-focused Copywriter with 18 years of experience leading B2B and B2C copy across the spectrum of mediums. Passionate about crafting narratives that resonate with customers, and elevating brands through impactful messaging that drives higher sales, engagement, conversions, and awareness. Proven track record of creating cutting-edge creative concepts and multi-channel campaign strategies. Deep expertise in AP, Chicago, and other common stylebooks. Holistic design- and research-driven approach. Industries include Cloud Computing (Iaas and Saas), eCommerce, EdTech, Entertainment, ePublishing, Finance, Health and Fitness, and Retail.

SKILLS

* Audience & A/B Testing
* Advertising
* AI Content Tools/Editing
* Blogging/Article Writing
* Brand Messaging
* Editorial/Brand Guidelines
* Campaign Analytics/Insights
* Content Strategy
* Copywriting/Editing
* Creative Strategy
* Digital Marketing
* Marketing Campaign Development
* Mobile/Web/Email Content
* Project Management
* Search Engine Optimization (SEO)
* Social Media Marketing
* Style Guides
* Team Leadership
* UX Writing/Content Strategy
* Video/Multimedia Scripts

EXPERIENCE

Sr. Copywriter, Albertsons

Sep 2024 — March 2025

* Developed compelling, cross-channel marketing copy across various platforms, including web, social, email, push/SMS, radio, and in-store assets.
* Leveraged AI tools to streamline, optimize, and scale content creation, while ensuring deliverables were on point, on quality, and on brand.

Sr. Copywriter & Editor, Freelance

Jan 2023 — Present

* Provide email, blog, web, and social media writing and editing services.
* Help create and implement comprehensive UX writing guidelines to improve the consistency, clarity, and simplicity of digital experiences for clients' end users.
* Edit and refine AI-generated content to ensure accuracy, quality, and alignment with client brand standards.
* Clients have included: Amazon, GO Sleeve, Lofta, Tonies, and Tubi.

Editorial Lead/Sr. Copywriter, Epic

Apr 2019 — Jan 2023

* Fueled higher brand engagement by helping redefine the Epic voice, tone, and messaging hierarchy.
* Improved the effectiveness of all advertising and communications by creating and managing the company’s first editorial style guide, and all messaging and social media guidelines.
* Spearheaded the blog, owned the editorial calendar, and published hundreds of unique articles.
* Improved organic search rankings for the blog from page 3 to the top 5 for 10+ high-competition keywords, and generated more conversions per page views than the website.
* Ensured blog and social content drove key business goals, added value for users, and performed well in search through continuous SEO efforts and audience research.
* Managed internal and external writers to drive content strategy through the ongoing creation of relevant, engaging content.
* Led copy for the in-product experience, website, email, social, video scripts, and corporate communications.

Sr. Copy Editor, Walmart Global eCommerce

Mar 2017 — Apr 2019

* Ensured a seamless, error-free transition during a large-scale website redesign by reviewing and approving all copy prior to publication.
* Maintained brand and style consistency throughout all digital marketing channels, including the website, mobile, social, and in-app experience.
* Reviewed and approved all digital marketing creative assets, providing feedback and guidance to 10+ in-house and agency copywriters daily.
* Ensured all copy was on-brand, customer-focused, relevant, and user-friendly through cross-functional partnerships with writers, designers, UX and SEO teams, and business owners.
* Provided copy support for several verticals, including Sports, Apparel, Health & Wellness, and others.

Copywriter & Editor (Freelance), Zscaler

Nov 2016 — Mar 2017

* Wrote and edited web content, articles, technical documentation, training materials, case studies, datasheets and more, translating highly technical content into compelling, digestible copy for technical and nontechnical audiences.

Sr. UX Copywriter, Dell-EMC

Oct 2015 — Nov 2016

* Delivered world-class experiences for the website and internal microsites through cross-functional collaboration, research, and usability testing.
* Wrote and provided editorial oversight for user guides, technical documents, product launches, events, and other projects.
* Wrote, edited, and managed the promo calendar for EMC.com.

Advertising Copywriter, TMP Worldwide

Aug 2013 — Oct 2015

* Helped global and Fortune 500 companies connect with top talent through the development of content for world-class and award-winning career websites, social media sites, ads, and campaigns.
* Brought client campaigns to life through compelling creative concepts and messaging.
* Boosted the effectiveness of recruitment campaigns by writing banners, print, radio, email, social posts, and video scripts.
* Directly contributed to numerous new business wins by writing and editing copy for pitch presentation decks and mood boards.

Copywriter, Patelco Credit Union

Nov 2011 — Sep 2013

* Directly contributed to a 160% year-over-year increase in credit card sales in 2013, and the highest month of May credit card sales in Patelco’s 77-year history.
* Won the credit union its first advertising award with a direct mail piece I wrote for its exceptional response rate.
* Improved member engagement by refreshing the brand voice and spearheading the credit union’s first editorial style guide.
* Served as editor-in-chief for the credit union’s newsletters, curating all content and managing the editorial calendar.
* Drove higher employee engagement for internal programs and initiatives such as charitable giving and volunteer programs through detailed communications planning and implementation.
* Wrote and edited ads, in-app copy, press releases, presentations, training and sales support materials, and executive communications.

Corporate Communications Specialist , 2Wire, Inc.

Jan 2009 — Mar 2011

* Managed communications during Pace’s acquisition of 2Wire and owned all related activities during the transition.
* Wrote and edited press releases, presentations, sales support materials, and intranet articles.
* Owned the organization’s internal digital newsletter, and wrote and facilitated the publication of all intranet content and company-wide emails.
* Leveraged strong internal relationships to gain support and assistance for numerous communications programs.
* Oversaw planning for company events, as well as the employee recognition program.

Copy Editor, Yes! Chinese

Jul 2007 — Nov 2011

* Wrote the English portion of an online English-Chinese dictionary, English conversation book, and language-learning book set for native Chinese speakers.
* Collaborated with teams in China to write and edit marketing materials for Chinese- and English-speaking markets.
* Wrote and reviewed documents for appropriate style, consistency, and tone.

RELEVANT/TECHNICAL SKILLS

* AI: Anyword, ChatGPT, Gemini, Grammarly, Hemingway, Typeface
* Design: Adobe Creative Suite
* CMS/digital publishing: WordPress, Squarespace, Wix
* Marketing automation: HubSpot, Mailchimp
* Office tools: G Suite, Microsoft Office
* Project management/Collaboration: AirTable, Asana, Figma, Monday, MS Sharepoint, Slack
* SEO: Google Analytics, Ahrefs, Clearscope, SEMRush, Yoast
* Social media management: Sprout Social
* Style guides: Chicago, AP, AMA

AWARDS

Outstanding Website

Web Marketing Association, Jan 2015

* Awarded for a website TMP designed for Nike

Outstanding Employment Interactive App

Web Marketing Association, Jan 2014

* Awarded for an interactive game TMP designed for Amazon

Outstanding Website

Web Marketing Association, Jan 2014

* Awarded for a website TMP designed for T-Mobile

Gold Medal

Marketing Association of Credit Unions, Jan 2013

* Awarded for a direct mail piece I wrote at Patelco for its exceptional response rate

EDUCATION

Bachelor's Degree, San Francisco State University

2018

* Philosophy

Courses, West Valley College

2017

* User Experience, Interaction and Design
* Introduction to Adobe Illustrator
* Digital Photography

Courses, De Anza College

2017

* Graphic Design Studio
* Digital Arts and Graphics
* Typography

REFERENCES

Excellent references available upon request.