

Susan Evani

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Portfolio: www.susanevani.com

Summary

Skilled in creating SEO friendly authority articles and content for blogs, landing pages, and websites. Craft compelling copy for social media, newsletters, email campaigns, presentations, plus B2B & B2C marketing collateral.

Relevant Skills

SEO, CRM, PPC, Microsoft Office, Google Ad Words & Analytics, Adobe, Sales Force, Zen Desk, Word Press, Vox Pro, Hootsuite, Facebook, Twitter, Instagram, You Tube, Pinterest, Snapchat, Tumblr, HTML, A/B Testing, Email Campaigns, Website Optimization, Digital Photo Editing, Audio Production & Editing

Professional Experience

Freelance SEO Web Copywriter/ Internal Marketing

1/17-

Present

Creative Circle & Aquent – Remote/Farmington Hills, MI

- Create keyword rich content for multiple landing pages and sites
- Crafting internal video for consulting firm's OEM supplier

SEO Copywriter/ Online Client Services

7/16- 1/17

Google Vendor Genpact via Kelly Services - Farmington Hills, MI

- Solved issues for Google AdWords, Google Analytics, and Merchant Center advertisers
- Pitched optimization add-ons for customer satisfaction and retention

- Created custom ETA copy for advertisers in technology, medical, business, retail, and more

Digital Marketing Copywriter

9/15-

Present

Freelance/Contract(Various) - Farmington Hills/ Southfield, MI In-Office & Remote

- Authority article- *WebCopyLab.com client*
- Landing Page & Facebook Copy – *White Glove Events via Aquent*
- Authority Article-*Better Media client*
- Marketing/Social Media/PR- *Tamara Spa+Wellness*
- Email campaign for Honda - *Layton Communications*
- Responded to inbound customer emails via Zendesk/updated web content -*Sporcle Inc.*
- Launched WordPress blogs www.delishtips.com and www.recoveringdj.com
- Create, post, and maintain Facebook, Twitter, Instagram, Pinterest, and more

Announcer/Board Operator (part-time)

7/15-

Present

CBS Radio/WOMC - Southfield, MI

- Manage social media, participate in station promotions and events, announcer

SEO eCommerce Product Copywriter

3/14-3/15

zulily.com-Seattle, WA

- Created SEO, keyword rich copy for product and brands
- Bolstered sales and brand awareness
- Wrote 200+ skus daily in office and remote

Blogger, Copywriter, Announcer

Entercom Communications - Seattle, WA

2011-2014

- Authored 3+ blog posts daily for value-added social media exposure
- Composed influential sponsorship/commercial copy

P.R/Social Media Consultant

Freelance Writer (Various)- Seattle, WA

2006-2011

- Brand management/Key Messaging campaigns for *CARES of Washington*
- Articles/Reviews for *Seattle Examiner* / *Muzikreviews.com*
- Event promotions *Seattle International Film Festival* / *Art With Heart*

Marketing & Production Coordinator

2004-

2006

Creative Media Design- New York, NY

- Managed email campaigns and RFP's. Wrote training and marketing materials
- Recruited, auditioned and booked talent for audio projects. Trained new employees

Additional experience:

Premiere Radio Networks/ Scholastic /E-Trade-New York / Beasley Broadcasting-PA / WDRQ & WKQI-Detroit

Community Service

Junior League-Birmingham, MI 2015-present

- Event planning, participating in execution of organization's largest yearly fundraiser

Junior League- Seattle, WA 2009-2015

- Fundraising & Events Manager /Community Relations Manager
- Managed volunteers and partner relationships, planned and ran monthly meetings

Jubilee Women's Center-Seattle, WA 2010-2015

- Board Member / Assisted in event planning/performed Master of Ceremony duties

Art With Heart Foundation-Seattle, WA 2009-2011

- Key Messaging Campaign/Special Events/Chaired annual breakfast fundraiser 2010

Education

Certification in Public Relations
BS Communications / Film & Writing

University of Washington, Seattle, WA
Eastern Michigan University, Ypsilanti, MI