

REBECCA POOLE

484-888-0847 • rpoole995@gmail.com • [Portfolio](#) • [LinkedIn](#)

A prolific writer with 5+ years of experience crafting effective copy, defining brand voice, and implementing creative ideas.

EXPERIENCE

COPYWRITER

Marquee Brands: Motherhood & A Pea in the Pod division • Remote • January 2021-Present

- Develop and own brand voice, translating to effective copy for product descriptions, social captions, site assets, SMS, and email (56% average open rate),
- Craft messaging for designer, seasonal, and promotional campaigns.
- Interview influencers and experts for digital channels, leading to a 223% increase in blog page views YoY.
- Collaborate with content, social, email, and merchandising teams to execute creative strategies.
- Utilize SEO best practices for blog articles and product descriptions.
- Assist in launch of 'mommy & me' line, Branch & Twig, including press event execution & brand messaging.

CONTENT WRITER

ReminderMedia • King of Prussia, PA • September 2017-January 2021

- Wrote editorial articles for bi-monthly print marketing publications: *American Lifestyle* and *Start Healthy* magazine.
- Managed *Start Healthy* website by formatting and scheduling blog posts in WordPress.
- Interviewed professional creatives in art, design, wellness, and more for print and digital editorial pieces.
- Owned social media brand voice and scheduled posts.
- Edited articles and marketing copy; proofing for syntax, grammar, tone, and flow.
- Led various research and development projects, including press kits, and email/print marketing initiatives.

SOCIAL MEDIA & INFLUENCER MARKETING INTERN

Pyknic (Clothing Brand) • Downingtown, PA • May 2016-August 2016

- Connected with fashion & food media influencers to boost brand awareness via social media and blog posts.
- Wrote weekly blog posts and implemented strategies to increase blog traffic.
- Created campaign for storefront opening by establishing local and national brand partnerships through press releases, video, and blog/social media posts.

EDITORIAL INTERN

Spoon University • Remote • May 2016-May 2017

- Wrote 60+ food and lifestyle articles catered to unique target audience, resulting in 104k total page views.
- Initiated and composed contributing writer guidebook for national editorial team.
- Created content for the Food Network's Snapchat Discover page.

EDUCATION

BACHELOR OF ARTS, COMMUNICATION STUDIES

West Chester University • West Chester, PA • May 2017

French Minor, Summa Cum Laude

KEY SKILLS

PERSONAL Creative, Collaborative, Communicative, Fast Learner, Strategic Thinker, Solution-Driven

PROFICIENT Proofreading, Digital Strategy, Project Management, Social Media

EXPERTISE MS Office, Google Suite, Keynote, WordPress, Asana, Monday, Wrike, Figma, Salsify/Shopify, SEO, Figma