

JoAnna Brown

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Myrtle Beach, South Carolina

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Jotitbrown.com

Senior Content Designer

Good writers hit conversion goals.

User-centered writers create brand loyalists.

Expertise

Figma



Miro



Google Docs



AP Style



Asana



Jira



Wordpress



Canva



Invision



Slack



ProWorkflow



Confluence



Education

Master's in Communication

Arizona State University

2020-2021

Bachelor's in English

Specialization in Writing

Bluefield University

2002-2006

Experience

June '23 - Current

Remote

Senior Copywriter

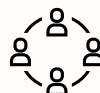
Jenzabar

- Craft full marketing project copy to include:
 - UX Writing for landing pages
 - Marketing copy for envelopes, postcards, and flyers
 - Informational copy for letters
 - UX and marketing copy for drip emails campaigns
 - Video script writing
- Support the process to build brand vision, mission, priorities, campaign strategy, and unique positioning for Spark451 partners
- Translate briefs into messaging guides, with careful creation of tone and voice that consistently represent the partner brand across all marketing platforms and channels.
- Develop naming, taglines, and key messaging for brand campaigns and programs, using data-driven insights to support final recommendations.
- Collaborate to support the development of brand positioning copy for messaging guides to support campaigns for partner brands.
- Contribute to the marketing planning process, supporting the development of a year-round messaging calendar.
- Collaborate with Creative, Content, Social, Product, and Marketing Operations to ensure consistent brand messaging and creativity is embraced across all campaigns, activations, and channels.
- Meet with partners on regular cadence to ensure all information used in marketing copy is accurate and properly represents the brand.

Top Skills Demonstrated In Role



Research



Collaboration



Writing



Content
Strategy

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Experience

May '21 - March '23

Remote

Managing Editor

Red Ventures, July '22 - March '23

- Write, edit and publish e-commerce and informational content using analytics-driven thinking, ROI and high editorial standards across multiple brands
- Assign editorial content to a team of writer/editors and copy-edit that content prior to publish
- Establish and manage editorial calendars for current events and changing environmental standards
- Edit, update, and optimize writer content, ensuring it's accurate, up-to-date, comprehensive, and aligned with SEO best practices and editorial standards
- Help set publication standards and establish expectations while providing constructive feedback to writers
- Collaborate with cross-functional teams to identify opportunities for growth and improvement
- Stay up-to-date with trends and best practices in SEO and affiliate marketing
- Oversee and finalize updates to appropriate evergreen content on a timely basis to meet the editorial demands of the HVAC industry cycle
- Create evergreen shoppable content news-oriented content strategies
- Monitor competitors, industry trends and how stories are performing to aid and optimize content strategy
- Leverage SEO tools like Google Keywords, Ahref and others to plan content and track SEO performance against team and individual goals

Top Skills Demonstrated In Role



Editing



Collaboration



Editorial
Calendar



Content
Strategy

Senior Content Designer

Red Ventures, May '21 - July '22

- Design information flows and copy for web and mobile applications
- Deliver and iterate on new, innovative, omnichannel experiences
- Define best practices, lead creative exercises and help set the vision and strategy for a product's content
- Develop subject-matter expertise, understand user problems, business goals, how competitors solve them, and where gaps exist
- Own product copy and content strategy for our teams' features
- Use data collected from user testing to guide copy in work
- Partner with product management, graphic design, product design and other cross-functional partners to develop a consistent voice, tone and taxonomy for products
- Be an active and available craft mentor to other content designers

Top Skills Demonstrated In Role



User
Research



Design
Collaboration



UX
Writing



User
Testing

promotion

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Experience

Feb '20 - April '21

Myrtle Beach, SC

Marketing Copywriter

HTC

- Write and oversee design elements of quarterly publication for 90K membership base
- Partner with key stakeholders in client areas to devise and drive business strategies through creative work
- Assist outside marketing agency in maintaining creative consistency across all media channels as needed
- Concept and write ads, flyers, direct mail, and other forms of print collateral, as well as digital media, including web banners and email, special projects, and other materials for consumer and trade media
- Partner with other department creatives to create and present conceptual options to deliver on strategic and business needs
- Drive brand consistency through ongoing implementation of brand guidelines for copy
- Ensure timely completion of projects while collaborating with the design team
- Review final work for quality assurance before submitting for approval to Marketing Director
- Ensure all copy follows legal guidance, including laws governing registered and trademarked symbols, local regulations, offer communications, etc.

Nov '18 - Feb '20

Remote

Senior Content Designer

Rabbit Collective

- Write content for client website, blog, emails, social media and more at request
- Write content for marketing campaigns
- Write content for promo materials as needed
- Learn multiple clients' tone of voice and style guide and flex that tone across social media, email, B2B, and employer branding copy
- Proofread and edit marketing materials as needed
- Write content for the clients' newsletter
- Proofread work and deliver work on time while executing time management skills

June '15 - Nov '18

Myrtle Beach, SC

Assistant News Director

Nexstar Media Group, Jan '17 - Nov '18

- Oversee the daily editorial process
- Train, develop and coach the newsroom team with a focus on digital content creation
- Work with digital director and executive producers to ensure a multi-platform content approach in every stage of the newsgathering process
- Source and recruit top-notch journalists
- Participate in coordinating all aspects of coverage, from breaking news and severe weather events to enterprise story production and news specials
- Ensure that news coverage meets brand, company policies, industry codes, FCC rules and station values
- Evaluate workflow efficiencies and adjust processes and procedures as necessary
- Strategize with content and station leadership on goals to grow our people, our content, and our audience
- Build relationships with news sources and community stakeholders
- Manage direct reports, create schedules, and train new employees

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Experience

Assignment Manager

Nexstar Media Group, May '16 - Jan '17

- Navigate through news, analyze content, and recognize big stories
- Provide original news angles and manage processes to follow those stories as they progress
- Keep a finger on the pulse of trending news, both locally and nationally
- Knowledge of court proceedings, criminal and civil and ability to navigate through local court processes to obtain documents and information
- Strong telephone skills, including how to call law enforcement agencies, law offices, district attorneys and other official institutions which may aid in the fact-gathering process
- Develop contacts, cultivate sources, and maintain relationships to aid in the news-gathering process
- Lead newsroom staff meetings and assign stories to reporters, supporting them throughout the day with establishing interviews

Digital Content Manager

Nexstar Media Group, June '15 - May '16

- Develop and lead winning strategy for station content
- Demonstrate expert understanding of Facebook, Twitter, and other social media platforms
- Review copy and correct errors in content, grammar, and punctuation, following prescribed editorial style
- Use Social Media and Website to build and reinforce brand recognition and drive viewers to television
- Determine a story's emphasis, length, and format, and organizes material accordingly
- Research and analyze background information related to news stories to provide accurate information
- Gather information about events through research, interviews, experience or attendance at political, news, sports, artistic, social or other functions
- Pitch on-brand local and trending stories during morning meetings
- Check reference materials such as books, news files or public records to obtain relevant facts
- Produce reports for all platforms
- Ensure that all content meets company standards for journalistic integrity and production quality
- Build and calendar digital campaigns to promote local shows and specials
- Write stories for the web and other digital platforms

Aug '15 - June '13

Remote

Senior Copywriter

Madhatter Studios

- Write content for client website, blog, emails, social media and more at request
- Write content for marketing campaigns
- Write content for promo materials as needed
- Learn multiple clients' tone of voice and style guide and flex that tone across social media, email, B2B, and employer branding copy
- Proofread and edit marketing materials as needed
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- Proofread work and deliver work on time while executing time management skills