Stephanie D. Catlett

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<http://stephonline.writersresidence.com>

**EDUCATION**

December 2002: BA, English, University of Iowa, Iowa City, IA

**EXPERTISE**

Marketing Writing • Content Strategy • Digital & Print Content Development • Editing • Management

**EXPERIENCE**

**August 2022-Present, Senior Copywriting Coordinator, Cerebral**

• Create original content for landing pages, Google search ads, and social ads.

• Optimize content based on performance metrics.

• Define champion creatives based on performance and distribute across marketing channels.

• Identify new audience opportunities by analyzing Google search keywords and surveys, researching emerging trends and user behavior, and reviewing marketing demographics.

**November 2018 -August 2022, Senior Marketing Writer, University of Iowa Tippie College of Business**• Create original content for social advertising channels (including Google, Facebook, LinkedIn, and Instagram).

• Create email communications drip campaigns for all graduate programming using Pardot and Salesforce.

• Write and edit content for the [tippie.uiowa.edu](https://tippie.uiowa.edu) website in Drupal using SEO knowledge and web analytics.

• Promote Tippie undergraduate and graduate programs by writing all copy for videos, digital and print ads, viewbooks, student profiles, wall art, radio ads, and more.

• Create new and updated existing key messages for the brand platform used by the college for all marketing and branding purposes.

• Interview and profile Tippie students for use on the website and other marketing materials.

• Participate in all strategy planning around lead generation and brand and enrollment marketing.

• Work closely with the designer on all collateral so that writing and design were cohesive and functioned together.

**May 2015 - November 2018, Email Copy Manager, GoDaddy**

• Guide team of writers to turn technical topics into on-brand, conversational email copy.

• Analyze A/B testing results to iterate on creative and improve performance metrics.

• Concept and execute cross-channel creative concepts for email, web and social channels.

• Collaborate with “pod” team to strategize engaging new customer communications.

**July 2014 - May 2015, Senior Content Strategist, Ally Financial**

• Develop and execute content strategy for the Ally Auto website ([ally.com/auto](https://www.ally.com/auto/)).

• Build communication strategies that effectively promote the Ally Auto brand.

• Collaborate with stakeholders to ensure timely delivery of initiatives like the integrated online Message Center.

**March 2014 - July 2014, Digital Copywriter, Lowes.com**

• Write copy for Lowes.com digital channels, including home page, brand pages, email campaigns, mobile app and web banner ads.

• Evaluate testing feedback to optimize end-user experience.

• Collaborate with a team of designers, marketers and content experts on a range of projects.

**September 2013 - March 2014, Manager, Creative Services, *Little Village* Magazine**• Provide copywriting and editorial services for both in-house and client accounts.

• Manage all advertising accounts for publication.

**September 2010 - September 2013: Copywriter, GoDaddy**• Create concepts and write copy for print, email, web and mobile campaigns.   
• Concept and execute cross-channel branding initiatives (coordinated mobile ads, banner ads, landing pages, social apps) for events such as the Dew Tour, GoDaddy.com Bowl and Indianapolis 500.   
• Conduct on-camera interviews, create scripts and write landing page copy for "GoDaddy Customer Stories" video project.

**March 2010 - September 2013: Contributor, Copy Editor, *Little Village* magazine**  
• Contribute monthly *Townie Hawk* feature column during football season.  
• Write reviews, personal essays and interviews for littlevillagemag.com.  
• Awarded “Top Story 2010” for *Knight Time* article.

**August 2006 – Sept. 2010: *Catalyst* Editor, Marketing Coordinator, New Pioneer Co-op**

• Write, edit, create and solicit content for *Catalyst*, a quarterly publication focusing on food, food politics, health and sustainable living (distribution 20,000+), and monthly e-newsletter.   
• Produce copy for all marketing materials.

• Manage 10-person team to develop New Pioneer Food Co-op’s website.

• Oversee creation and maintenance of New Pioneer’s social media accounts and blog.

**July 2008, July 2009: Instructor: University of Iowa, Iowa Young Writers’ Studio**

• Instruct food writing course for the Iowa Young Writers’ Studio at the University of Iowa.