

# Heather Campbell

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## Profile

In my career writing and editing content, I have learned that a mixture of hard work, insatiable curiosity, persistence, careful planning and a wicked sense of humor can conquer any task. Helping make things clear and easy to understand is more important than ever.

## Skills

Copywriting; creative writing; digital media; editing; proofreading; social media; user experience; digital marketing; content strategy; SEO; WordPress; Adobe Photoshop and Bridge; HTML; CSS; Content Symphony; CMS; JIRA, Workfront, and Version One project management systems; Getty Lightbox; Twitter; Facebook; Google Analytics; Amazon Data Warehouse

## Experience

### *Copywriter, E-commerce and Marketing, Alaska Airlines, Seattle, WA – September 2016 – present*

I collaborate with our e-commerce SEO specialist, web producers, designers, and project/product managers across several teams to create and update content that informs and inspires customers, all while communicating Alaska's spirit of service.

My roles and responsibilities at Alaska Airlines include:

- \* Improving SEO performance of copy throughout the site for the whole e-commerce division
- \* Creation of content for new e-commerce features, sections, and policy pages to help make flying with us easier for guests to understand
- \* Collaborating with design to create concepts and update content throughout the site
- \* Building content style and voice, and reinforcing those changes via the style guide
- \* Day to day production copy work driving commercial performance

### *E-commerce Copywriter consultant at Alaska Airlines, 110 Consulting Seattle, WA - Dec 2015 – Sep 2016*

I collaborated with Alaska employees across several teams to create and update content for e-commerce features and sections, airfare sales, and the early 2016 brand refresh.

### *Editor, IMDb.com, a subsidiary of Amazon.com, Seattle, WA — 2002-2014*

Roles and responsibilities at IMDb included:

- \* Manager of the editorial calendar, ensuring team assignments were completed and deadlines were met
- \* Homepage editor, including daily original feature writing, coordination/implementation of sales campaigns, and scheduling content using our CMS system
- \* Writer, copyeditor and proofreader of customer-facing text, internal documentation and press releases using HTML within our CMS system
- \* Curated our internal style guide to maintain and build on our authentic IMDb editorial voice
- \* Photo editor, adding images to site features, live event photo harvesting and gallery curation

### *Editor, Electronics and Cell Phones, Amazon.com Seattle, WA — 1999-2002*

My responsibilities at Amazon included:

- Writing product reviews and descriptions for a wide range of products, creating and maintaining website sections for electronics and wireless accessories, and copyediting and proofreading.

## Education

Lawrence University, Appleton, WI — Class of 1995, BA in Fine Arts, English and Theater