

# ASHLEY LAABS

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## LINKS

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[www.writtenbyashley.com](http://www.writtenbyashley.com)

[www.linkedin.com/in/alaabs](http://www.linkedin.com/in/alaabs)

## EDUCATION

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### Bachelor of Arts

Adrian College  
Adrian, MI

Major: Writing

Minors: Communications, Music

### Digital Marketing Certificate

General Assembly  
Seattle, WA

### Content Strategy Certificate

U. of Washington  
Seattle, WA

## PROFESSIONAL DEVELOPMENT

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### Content Strategy Book Club

April 2015 – Present

### Content Strategy Seattle

Jan 2015 – Present

## SOFTWARE

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Office 365, Google Productivity Suite, JIRA, Confluence, Box, Adobe InDesign, Wordpress, MailChimp, Constant Contact, Trello, Basecamp, 10,000 Feet, Toggl, Hootsuite, Buffer, Google Analytics, Rival IQ, Google Trends, Google Adwords, Canva, CodePen, Dalim Dialogue Engine

## EXPERIENCE

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### FREELANCE CONTENT STRATEGIST, WRITER

Written by Ashley – Seattle, WA

Oct. '10 – Present

- Supported agency, eCommerce, and small business clients by identifying, defining, strategizing, and achieving content goals.
- Produced strategic content tools including audits, editorial calendars, guidelines, brand stories, keyword research, channel strategies, and buyer personas
- Wrote and edited goal-oriented content for website, blogs, emails, social media, radio, PPC ads, print articles, press releases, and direct marketing

### SENIOR COPYWRITER

POP – Seattle, WA

Mar. '19 – May '20

- Improved engagement and sentiment on Facebook and Instagram posts
- Concepted and executed cross-platform campaigns for B2C and B2B audiences
- Developed a style guide and templates for loyalty program creative

### COPYWRITER

Rational Interaction – Seattle, WA

Oct. '17 – Jan. '19

- Standardized brand messaging across AWS Training and Certification
- Created flexible email templates with accompanying style guide for T-Mobile
- Conceived and executed campaigns for AWS, T-Mobile, Acer, and Microsoft

### COPYWRITER, DI CREATIVE

Amazon – Seattle, WA

Jan. '17 – Sept. '17

- Created content for the Mother's Day Gift Guide, contributing to 2.5 million visits and \$22 million in revenue
- Led a team of copywriters through the optimization of 123 emails for Amazon Family, increasing touchpoints by 74%
- Conceptualized, presented, and implemented concepts alongside a creative team

### CONTENT SPECIALIST

ActX – Seattle, WA

Feb. '16 – Jan. '17

- Optimized search advertising quality rankings by 300% and click-through rate by 100%
- Supported sales initiatives through targeted email campaigns, paid search, social media advertising, and influencer marketing
- Customized product messaging for primary audiences

### MANAGING EDITOR

Smart Tan Magazine – Jackson, MI

Mar. '11 – Sept. '15

- Shaved 2 days per month from approval timelines with new tools and workflows
- Managed and provided coaching for two staff writers and occasional freelancers
- Developed new columns and led editorial meetings with stakeholders