

LAURA KELLY

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PORTFOLIO: [HTTP://WWW.LAURAAKELLY.COM](http://www.lauraakelly.com):

SUMMARY:

Passionate marketing professional and content strategist/copywriter with experience in B2C and B2B digital and print campaigns. Both agency and in-house creative services experience for large brands as Anthem, the American Dental Association, Blue Cross Blue Shield Association, Discover Financial Services and various health and wellness clients. Specializing in voice-of-the-customer led strategies for user experiences and communications in all digital channels. Led Blue Cross Blue Shield Association through three award-winning redesign life cycles from strategy to implementation.

SKILLS:

- Copywriting Digital and Print Campaigns
- Social Media
- Google Analytics and SEO
- Exact Target/Email Campaigns
- 3rd Party Vendor Management
- Project Management--Agile Methodology
- Basecamp
- HTML/CSS
- UX
- Digital Strategy
- E-Commerce
- Opinion Lab
- RFP/SOWs
- Microsoft Office
- Microsoft Project
- Jira
- CMS Luminare, TeamSite, Liferay, Oracle WCS
- Photoshop

EXPERIENCE:

*Freelance Sr. Content Strategist
Anthem, Inc.*

*Aug 2017 -Present
Chicago,, IL*

- As a member of the SCRUM team, I'm responsible for the planning and delivery of content strategy deliverables (content story architecture, content KPI's, evaluation of existing metrics, and content migration).
- Using Agile methodology, being an active member in PI planning and ensuring all content is completed on time and on budget.
- Overseeing the content management process and executing page building.
- Advising internal business partners on best-in-class digital content writing.
- Managing omnichannel content development, editing, and placement.

- Collaborating with Marketing and Communications to ensure consistency of voice and message throughout the digital experience.
- Partnering with User Experience Design team members to elevate and optimize content.
- Aligning with SEO standards and execution strategies. Advising on best practices for content personalization.
- Contributing to a core digital content center of excellence.
- Partnering with IT and content owners to ensure site complies with Web standards and style guidelines.
- Ensuring the site is fully compliant with applicable regulatory requirements and standards and guidelines.
- Working with Web designer to develop appropriate look and feel for Anthem.com.
- Ensuring that business needs are understood in order to make appropriate web content, content placement, and navigation decisions.
- Ensuring that the content management system meets the customers' needs; communicate enhancement requests and work with IT to complete and test.

Freelance Content Strategist/Copywriter

Nov 2016 -Aug 2017

Turbo Title Loan

Chicago, IL

Developing and executing content strategy for various digital assets focusing on education and sales of secured loans. Copywriting B2C website copy, video scripts, blogs, and social media.

Freelance Senior Copywriter

May 2017 -Jul 2017

American Dental Association

Chicago, IL

Lead copywriter/content strategist for ADA.org, specifically supporting the Find-a-Doctor tool and national campaign launch. Writing digital and print support materials for both member dentists (retention), non-member (recruitment), and consumers.

Associate Creative Director--Copy

Aug 2016 -Nov 2016

HYC Health

Chicago, IL

- Copywriter for various healthcare/pharmaceutical accounts.

Sr. Consultant (Digital Strategy/Content/Production)

Feb 2006 -May 2016

Blue Cross Blue Shield Association

Chicago, IL

- Wrote and managed overall strategy, content and usability for 1 million pageviews a month Association's external website (BCBS.com).
- Strategist and content writer for Association's social media channels--sweepstakes, contests, Facebook, Twitter, Blog.
- Created and maintained site audit, document inventory and broken links reports.
- Assessed content gaps, SEO strategy, and user experience needs.
- Led and managed digital strategy and content between senior leadership, account services and creative services throughout project life-cycle.
- Led and documented all clients' and stakeholders' business requirements and

recommended alternative solutions to match CMS capabilities.

- Created content migration plan and timelines.
- Collaborated with brand strategy to create content style guide.
- Assesses current or future customer needs and priorities through communicating directly with stakeholders, customers, conducting surveys or other methods.
- Monitored customer feedback and traffic reports (Opinion Lab and Google Analytics) to capture areas of improvement for the website.
- Created and managed a secure and private all Plan, web manager Wikispace to improve collaboration throughout the 36 Blue companies.
- Led technology hosting and CMS recommendations and agency RFP selection.
- Wrote CMS training documentation and trained users.

Sr. Copywriter

Mar 2004 -Feb 2006

Discover Financial Services

Riverwoods, IL

- Lead copywriter for entire digital experience for discovercard.com.
- Copywriter for direct mail pieces supporting discovercard.com.
- Managed mid-level copywriters.

Sr. Copywriter

Aug 2001 -Oct 2003

GA Communications Group

Chicago, IL

- Sr. Copywriter for B2B and B2C pharmaceutical product websites.
- Lead copywriter for consumer education email marketing campaigns using Exact Target.

Copywriter

Jun 1999 -Sep 2001

Abelson-Taylor

Chicago, IL

Copywriter

Jan 1998 -Jun 1999

Discovery USA (formerly Williams-Labadie)

Chicago, IL

Project Manager/Editorial Development

May 1997 -Jan 1998

Center for Human Reproduction

Chicago, IL

Developmental Editor/Public Relations Specialist

Mar 1996 -May 1997

McGraw Hill Health care Education

Chicago, IL

Developmental Editor/Marketing Specialist

Sep 1994 -Mar 1996

Mosby-Year Book

Chicago, IL

EDUCATION:

Certificate : CIMA Interactive Marketing

DePaul University

Chicago, IL, US

DePaul University Chicago, IL CIMA Interactive Marketing Certificate Apr 2012

Master of Arts

Columbia College Chicago

Chicago, IL, US

Columbia College Chicago Chicago, IL Master of Arts: Science Writing Jun 1994

Bachelor of Arts

Columbia College Chicago

Chicago, IL, US

Columbia College Chicago Chicago, IL Bachelor of Arts: Science Writing Jun 1993

CERTIFICATIONS:

CIMA