

Angie Longacre

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Skills Summary

I'm a versatile writer and editor who applies her craft to create compelling content experiences. My MO involves executing pitch-perfect voice and tone that preserve brand integrity and speak authentically to my target audience. I'm a natural storyteller who can color a brand's content with appeal and personality across a variety of media. I know my way around SEO, and I'm an active and attentive collaborator.

HIGHLIGHTED SKILLS

- Use storytelling to enhance reader experience
- Apply appropriate voice and tone for diverse audiences
- Adhere to brand identity with consistency in both long and short-form copy
- Transform technical or dry information into reader-digestible content
- Compose B2B and B2C deliverables, both print and digital formats
- Collaborate with designers, subject matter experts, and team members
- Exercise effective project management
- Author a broad spectrum of content: email campaigns, blogs, product descriptions, website content, whitepapers, brochures, case studies, newsletters, sales templates, social media posts, banner ads, tag lines

SOFTWARE AND APPS

HubSpot • WordPress • Squarespace • M365 • Google Adwords • Photoshop • Illustrator • NewsCred • Jira

WORK EXPERIENCE

Wimmer Solutions, Content Writer for Avalara (Remote) Seattle, WA **06/2021 – 12/21**

Wimmer hired me to work with their client, Avalara, a leading sales tax SaaS and consulting company.

- Within four months of employment two of the [blogs](#) I ghost wrote were shared on top industry sites, Accounting Today nominated one as their favorite "[opening of the week](#)"
- Authored original and ghost written blogs that helped decipher complex sales tax issues for small businesses

Simpleshow, Freelance Script Writer (Remote) Miami, FL **02/2021 – 3/2021**

Simpleshow produces short, animated explainer videos. I work with them on a per diem basis.

- Authored original scripts and produced storyboards for animated explainer videos

RapidFire Tools, Contract Copywriter, Editor (Remote) Atlanta, GA **01/2020 – 05/2021**

RapidFire Tools develops software tools for managed service providers. I was hired as this B2B's first official copywriter to edit existing content and strengthen their content marketing efforts with conversion-focused copy.

- Distilled larger asset content into flyers and infographics, including full graphic design of project
- Wrote original blogs, eBooks, landing pages, and socials posts

Corporate Tax Incentives, Copywriter, Editor (Remote) Sacramento, CA **03/2019 – 11/2019**

CTI offers tax incentive services to businesses. My previous manager asked me to become CTI's copywriter to create content for a newly established marketing team and build a strategic repository of marketing and educational assets.

- Wrote and edited original content for new company website
- Edited content written by subject matter experts and other team members
- Increased website traffic by 35% and promoted brand awareness with benefit-driven blogs

- Employed research and fact-checking to deliver content veracity and appropriate voice
- Drafted succinct case studies from raw video and audio files
- Collaborated with designer and subject matter experts to generate, review, and refine original content

Assurance Software, *Content Writer, Editor* (Remote) Wayne, PA **11/2017 – 03/2019**

This B2B business continuity SaaS developer was formerly a subdivision of Sungard. I was hired initially to fill in for their existing content writer on leave. However, they asked me to stay after his return.

- Authored blogs and researched topic ideas and SEO keywords for value-based content
- Edited outgoing collateral written by other team members
- Increased site traffic with informative blogs that employed storytelling to elevate reader experience
- Partnered with team to develop new brand identity and company tag line
- Contributed to content marketing strategy development and topic generation, also staged blogs in HubSpot
- Composed monthly newsletter and vertical lead generation emails to elevate brand awareness

Coinforce, Freelance Content Writer* (Remote) Olympia, WA **08/2017 – 09/2017*

Coinforce sells quality military challenge coins. The owner had recently purchased several new domains related to coins and the military and hired me to write content for the new sites. He sold the company before completion.

- Researched military and coin-related topics, current trends, and news stories to write SEO articles of interest
- Sourced additional information through interviews

NW Territorial Mint, Copywriter* (Remote) Kent, WA **11/2015 – 03/2017*

Now out of business, NW Territorial Mint produced and sold custom awards and coins related to academia, military, and first-responders. Aboard this ship, I was the sole contributor for conversion-focused product descriptions and packaging, emails, social posts, case studies, web content, and other marketing copy – backed by heavy research and fact-checking.

- Edited company website
- Spearheaded initiative to establish social media presence; as content owner, developed and wrote weekly themed installments, such as “This Week in History Mints” and an interactive trivia game
- Wrote product descriptions and packing copy for a variety of audiences
- Drafted video scripts, including video presentation for *Merikin Medal of Merit* awards ceremony
- Developed case studies and articles; interviewed customers to gain insights and data
- Collaborated with designers to produce printed and digital deliverables, including packaging copy
- Increased sales by 27% with targeted email campaigns and mailers

Everett School District, Editorial Writer* (Contract) - Everett, WA **09/2015 – 10/2015*

This high school’s communication department asked me to author a series of campaigns that connected with district voters through non-bureaucratic language, introspective analogies, and student stories.

- Wrote campaign of articles that advocated classroom technology and increased district funds
- Gathered information and individual perspectives through staff and student interviews

Legwork PRM, Copywriter, Editor* (Remote, Contract) - Wenatchee, WA **12/2014 – 10/2015*

Legwork helps dentists market their practice and produce educational materials for patients. They enlisted me to shed the clinical cloak of dry dental-speak and create content that engaged and motivated patients.

- Wrote, edited, and updated website content for company and clients
- Authored articles published in *North Seattle Aesthetic Dentistry* magazine
- Composed direct marketing email campaigns that bolstered dentists’ marketing goals
- Crafted pay-per-click ads and internal company blogs
- Interviewed B2B clients for staff bios and personalization of web content
- Performed intensive research and fact-checking to ensure content accuracy

For Beginners Publishing, LLC, Author* (Contract) – forbeginners.com **05/2014 – 08/2014*

This company published books similar to the “For Dummies” series. I signed a three-month contract to produce a manuscript. However, the business folded after I completed the first rounds of edits.

- Wrote book manuscript, *Gluten-Free Guide for Beginners*

K & L Distributors, Ad Copywriter / Graphic Designer - Renton, WA **08/2005 – 12/2013**

K & L was a private distributor of Anheuser-Busch (AB) products before AB bought them out in 2013. I began as a graphic design and sign maker and evolved in department head and ad copywriting.

- Edited, designed, and wrote creative content for branded promotional ads

EDUCATION

Digital Commerce Academy – Content Marketing Certification

Long Ridge Writers Group, CT - Creative Writing and Editing

Art Institute of Dallas, TX - Computer Animation and Graphics

York College of Pennsylvania, PA – Fine Art and Graphics