Angie Longacre

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What You'll Get

• 10+ years of professional writing, editing, and research, helping businesses engage and retain customers

"I was happy to rely on Angie to produce copy that successfully drove sales for our retail business."
~ Mike Flynn, Manger, NWTM

• A gifted storyteller who has a proclivity for breathing life into the blandest of topics (I made taxes interesting)

"Angie has a knack for enlivening potentially dry topics with engaging language and turns of phrase."
~ Gale Cole, Senior Writer, Avalara

• A writer who writes from her readers' shoes to captivate and increase web traffic

"She has an innate ability to weave engaging storytelling elements into her blogs. You naturally get drawn in."
~ Ted Marquardt, Content Manager, CTI & Assurance Software

SKILL HIGHLIGHTS

- Has a talent for transforming industry jargon and techy terms into digestible content and stories
- Consistently increased web traffic and blog views (last position **67%**)
- Blogs have been shared on top industry sites, including Accounting Today's Favorite Opening of the Week
- Initiated the development of and designed and wrote company content style guides
- Edits choppy copy for flow, authenticity, and accuracy
- Worked in a variety of B2B and B2C industries: retail, cybersecurity, healthcare, SaaS, business continuity
- Specializes in long-form content, blogs, and storytelling
- Worked remotely for 10 years
- Authored a broad spectrum of content: blogs, website content, whitepapers, video scripts, brochures, case studies, email campaigns, newsletters, product descriptions, landing pages, social media posts

SOFTWARE AND APPS

HubSpot • WordPress • Squarespace • M365 • Monday • Google Docs • Photoshop • Illustrator • Zoom • Teams

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WORK EXPERIENCE

U. of Texas Medical Branch (UTMB), ***Writer*** (Remote) - Galveston, TX **03/2022 – 04/2022**

Worked through Creative Circle as a freelance writer for UTMB's recently revived quarterly magazine.

- I told the stories that should be told—stories of UTMB's patients, doctors, nurses, and other staff
- Interviewed UTMB staff and patients to get first-hand accounts and information
- Worked directly with UTMB Magazine editor to ensure my stories match the magazine's high-level quality and style

Genzeon, *Senior Content Writer & Editor* (Remote) - Exton, PA **04/2022 –06/2023**

I joined Genzeon as a full-time employee to edit, write, and ghostwrite blogs, whitepapers, and other marketing content.

- Took initiative to develop and write company content style guide
- Wrote editorial-style blogs and case studies, which boosted web traffic **37%** and blog views **67%** in five months
- Helped develop marketing campaign ideas and content
- Edited proposals, presentations, and other content written by SMEs and leadership

Avalara (via **Wimmer Solutions), *Contract Content Writer*** (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, I authored two blogs as a ghostwriter that were shared on top industry sites; Accounting Today nominated one as their favorite "opening of the week"
- Wrote original blogs in conversational tone that helped decipher complex sales tax issues for small businesses
- Was asked to write three major sections of Avalara's semi-annual Tax Changes Report for 2022
- Conducted in-depth research to ensure blog topic accuracy

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

RapidFire Tools develops cybersecurity and compliance software for managed service providers. I was hired as this B2B's first copywriter to edit existing content and strengthen their content marketing efforts.

- Distilled larger asset content into flyers and infographics, including full graphic design for some
- Wrote original blogs, eBooks, landing pages, and social posts
- Collaborated with content strategist to develop blog content ideas

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 company's new 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
- Researched and fact-checked 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.

- Increased site traffic **27%** with informative blogs powered with storytelling to elevate reader experience
- Edited outgoing collateral written by other team members
- Partnered with team to develop new brand identity and company tagline
- Helped develop content marketing strategy and topic generation, also staged blogs in HubSpot
- Composed monthly newsletter and vertical lead generation emails to elevate brand awareness

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

Now out of business, NW Territorial Mint produced and sold custom-minted awards and military coins. Aboard this ship, I was the sole writer of product descriptions, packaging copy, social posts, and other marketing copy.

- 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, such as military
- Drafted video scripts, including video presentation for *Merikin Medal of Merit* awards ceremony
- 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 to advocate classroom technology and increase district funds.

- Wrote campaign of articles that connected with district voters through non-bureaucratic language, introspective analogies, and student stories

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 the company and its 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 designer and sign maker and evolved into a department head and ad copywriter.

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

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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

REFERENCES

Alex Lucas, Marketing Manager at Genzeon 585-738-5973 alexander.lucas@genzeon.com	**Katelyn Zeoli,** Marketing Director at Assurance Software & CTI 267-890-9810 katelynrynan18@gmail.com	**Ted Marquardt,** Manager & Content Strategist at Assurance Software & CTI 215-280-9512 tedmarquardt8@gmail.com
Gail Cole, Lead Writer at Avalara 206-330-1943 gail.cole@avalara.com	**Jennifer Stancil,** Marketing Manager at RapidFire Tools 334-652-2764 jmstancil94@gmail.com	Mike Flynn, Marketing Manager at NW Territorial Mint 206-979-9899 maf81557@aol.com