

Angie Walls

(703) 201-7659

www.allcreativecopy.com

angela.walls@gmail.com

SUMMARY

As an experienced copywriter for 16 years, I can create compelling copy to meet your audiences wherever they are, making every word count in driving them to action. I have written for a wide range of print, online, and social media for a variety of organizations and industries. My areas of specialization include content marketing, brand messaging, blog and article writing, creative ad and email campaigns, websites (from landing page copy to a rewrite of an existing website) and trade shows. I excel in research when working with technical/niche subjects; let me help you discover new ways to tell the story of your brand.

INDUSTRIES

- Education
- Energy
- Technology
- Government Affairs
- Tourism
- Media/Publishing

AWARDS

2008 Travel Weekly Magellan Awards for creative advertising and website work at ASTA.

EXPERIENCE

Freelance Copywriter / Brand Storyteller

2008 - present

- Write and edit sales collateral, email campaigns, blog posts, website, Wikipedia page, customer newsletter, fact sheets and other online resources for Fishtree.
- Edit membership briefing book for IPC's Capitol Hill Day event.
- Interview members and write up testimonials for EEI's membership brochure.
- Write daily blog posts and develop new brand messaging for Mocana and its solutions.
- Write blog articles and training guides for the Center for Human Resources Management.
- Write travel articles that appeared in *USA Today*, *Trails.com*, and online publications.
- Rewrite and edit company websites for Scott Madden Consulting and other clients.

Copywriter, Chronicle of Higher Education, Washington, DC

June 2013 - Nov 2015

- Write compelling print and web ads to attract paid advertisers for *The Chronicle*.
- Develop core brand messaging for The Chronicle and its products, with a focus on expanding top buyer/influencer personas for personalized content.
- Write print and web ads to support partnership projects including research products from The Chronicle Insights Group, in partnership with Adobe and other corporate sponsors.
- Develop brand messaging and create print/online marketing assets needed to successfully launch Vitae, The Chronicle's career networking site for academics.
- Develop content strategy, conduct research, and write copy for events and trade show appearances. Materials range by budget, but include door drops, pre-/post-show emails, mug hang tag, signage, booth collateral, interactive exhibit room (tablets).

- Support content marketing initiatives to build long-term client engagement, including the development of infographics, article booklets, and microsites on popular topics.
- Write emails, ads, and other marketing to support *The Chronicle of Philanthropy* launch.
- Other projects include: writing brand video scripts and maintaining the style guide.

Digital Marketing Specialist, *National Student Clearinghouse*, Herndon, VA

Aug 2010 - June 2013

- Write and edit fact sheets, newsletters, product brochures, and trade show marketing.
- Lead our social media presence and growth, including creating daily content, using effective SEO, leveraging emerging media tools, and presenting monthly reports.
- Plan and craft copy for viral marketing initiatives, including infographics and SlideShare.
- Write/edit the monthly organization newsletter to our customers.
- Revise and maintain technical user guides to improve user experience.
- Edit RFP responses/business proposals (under tight deadlines for submission) as needed.
- Develop and maintain the corporate style guide for all Clearinghouse messaging.

Copywriter, *Creative Services, American Society of Travel Agents*, Alexandria, VA

Mar 2007 - Nov 2008

- Conduct research and write travel tips and destination feature articles for [TravelSense](#).
- Write press releases and editorial content for ASTA's newsletter and monthly magazine.
- Write creative ads, direct mail, and email campaigns promoting ASTA's membership products and events, including destination trade shows.

Writer/Editor, Marketing Department, *Capitol Advantage*, Fairfax, VA

Jan 2006 - Mar 2007

- Write and edit new print and digital materials to support the company's rebranding effort.
- Write press releases, case studies, ads, direct mail, emails, brochures, and web site content to support the company's four product brands.
- Write the newsletter, edit articles for publication in *Roll Call*, *Philanthropy Journal*.

Temporary Copyeditor, *National Geographic*, Washington, DC (placed by The Boss Group)

Dec 2005

- Provide copyediting and proofreading for final production of their education publications.

Account Coordinator, Energy/Tech Practice, *Dittus Communications*, Washington, DC

June 2004 - Dec 2005

- Write and distribute press releases, generate media lists, and support press conferences.
- Work collaboratively with designers to develop creative print and digital materials and present new ideas to our clients.
- Provide additional support with competitive research, case studies, and proposals.

EDUCATION & CERTIFICATIONS

Digital & Social Media Strategy Workshop, American Marketing Assoc, Chicago, 2011

Non-Degree, English, George Mason University, Fairfax, VA, Spring-Fall 2007

Bachelor of Science, Professional Writing and Editing, Missouri State University, Springfield, MO, graduated 2004