

Hello

I'm Amy Carden

AMY@AMYCARDEN.COM

Summary

Versatile, creative, and collaborative copywriter with 8 years' experience and a passion for the written word and how it can propel a brand forward. Expert brand strategist and storyteller who is accustomed to a fast pace — juggling multiple projects and adhering to tight deadlines. Thrives while working as part of a team, or independently.

Skills

Excellent written & verbal communication
Grammar & spelling
Sharp attention to detail
Project management & problem solving
InMotion, Podio & Slack

SEO, SEM, AP Style & social media
Mac & PC operating systems
Microsoft Office programs
Adobe Creative Suite & Final Cut Pro
Wix & WordPress

Writing Experience

JUNE 2018 - PRESENT

Altisource, Atlanta, Georgia – *Digital Content Writer*

- Write and edit effective web content, email campaigns, PR articles, ghostwriting, blog entries, ads and more for B2B and B2C audiences for real estate brokerage, Owners.com, and real estate auction site, Hubzu.com.
- Collaborate closely with UX/UI designers and the product team to assure production of effective materials that get results, while aligning with each site's branding. Manage blog content via WordPress.

OCTOBER 2007 - PRESENT

Freelance Writer & Editor

- Work with Georgia Tech, Koncept Design Studio, Stecher PR, and Red Tettermer & Ptnrs.

JANUARY 2013 - FEBRUARY 2018

Delta Vacations, Atlanta, Georgia – *Copywriter*

- Write and edit landing pages, banner ads, hotel descriptions, long-form destination info pages, direct mail, billboards, emails, print ads, and more for B2B & B2C promotional campaigns to promote hotels and company brands to sell vacation packages. Adhere to brand voice and copy standards. Lead each project team toward the best creative solution.
- Three years as final proofreader of all marketing pieces for Department of Transportation compliance team. Utilize problem solving skills to find solutions to any compliance issues found.

AUGUST 2012 - JANUARY 2013

Georgia State's University Relations Dept, Atlanta, Georgia – *Copywriter & Editor*

- Write compelling copy for college projects. Edit publications, such as the GSU alumni magazine.

JANUARY 2008 - FEBRUARY 2009

Seventh Point Advertising Agency, Virginia Beach, VA – *Copywriter*

- Clients: AMERIGROUP, Checkered Flag Car Dealer, Cox Communications, Popeye's, Red Sky Travel Insurance, TowneBank, and Troy University.
- Concept, write, and edit projects for clients. Work closely with art directors to create campaigns that intelligently answer the client request.

SEPTEMBER 2006 - DECEMBER 2006

Saatchi & Saatchi, London, GB - Intern

JUNE 2006 - SEPTEMBER 2006

Springer & Jacoby, Amsterdam, NH - Intern

Education

Miami Ad School - Copywriting, 2007

Georgia Southern University - B.S. Public Relations; Minors: French & Writing, 1999

Awards

Hard Rock Hotels "Awesome Marketer" Award 2017

Hampton Roads Addy Award Silver 2008