

# MOLLY A. PHILLIPS

[mollyannephillips@gmail.com](mailto:mollyannephillips@gmail.com) · [www.mollyannephillips.com](http://www.mollyannephillips.com)

## SUMMARY

Content Manager with 10 years of experience creating branded content for e-commerce, B2B and healthcare companies. Well-versed in SEO fundamentals and UX design best practices. Skilled at leading teams of writers and editors toward accomplishing complex content strategies.

## PROFESSIONAL EXPERIENCE

### HOMEFIELD – SEATTLE, WA (REMOTE POSITION)

#### CONTENT MANAGER, JULY 2020 – PRESENT

- Work with the Content Director to plan and produce the content strategy for a portfolio of five websites — ResumeBuilder.com, Intelligent.com, BestApp.com, Trees.com and StorageUnits.com
- Oversee the weekly content production of 30+ webpages and articles across the portfolio of websites
- Source and hire freelance writers and editors in addition to managing their schedules and providing them with feedback
- Brainstorm and build content templates and frameworks according to UX and SEO best practices
- Created and maintains the ResumeBuilder.com style guide to ensure consistent brand voice, tone and style across said website
- Managed the budget and created production and cost reports while the Content Director was on maternity leave

### COFFEY COMMUNICATIONS – WALLA WALLA, WA

#### DIGITAL CONTENT MANAGER, MARCH 2018 – JULY 2020

- Managed the content creation for client website design projects by assigning and editing the writing team's work and coordinating with clients to receive feedback
- Conducted SEO audits for prospective client websites
- Concepted and oversaw the content and design work for Coffey's Pregnancy E-newsletter, which consists of 42 weekly emails each containing five articles
- Planned the editorial calendar for Coffey's Breaking News product and assigned three weekly articles to a team of researchers, writers, fact checkers and copy editors
- Blogged for the Coffey Resource Library on industry topics related to healthcare marketing and SEO

### BLUEMERCURY – WASHINGTON, DC

**DIGITAL MARKETING MANAGER - CAMPAIGN MANAGEMENT, JULY 2017 – FEBRUARY 2018**  
**SENIOR COPYWRITER, APRIL 2016 – JULY 2017**

- Concepted multichannel marketing campaigns for social media, email and PPC advertising to bolster the merchandising team's sales goals
- Wrote and edited all emails that went out to a base of 200,000+ Bluemercury subscribers, resulting in a 29% increase in engagement
- Partnered with the merchandising, PR and design teams to create paid digital ads, landing pages, press releases, store displays and mailers
- Wrote public-facing communications on behalf of the Bluemercury CEO
- Developed the company's style guide and defined its brand voice

**PITCHBOOK – SEATTLE, WA**

**MARKETING COPYWRITER, NOVEMBER 2015 – FEBRUARY 2016**

- Partnered with the sales team to write content for their lead-generation emails
- Revamped the client communications sent by the company's Financial Research team
- Contributed to the company's blog

**WHITEPAGES – SEATTLE, WA**

**MARKETING COPYWRITER & EDITOR, AUGUST 2014 – AUGUST 2015**

- Managed the editorial calendars for both the consumer and B2B blogs
- Partnered with the marketing and HR directors to revamp the company's employer branding and careers section of the corporate website, resulting in new "About Us" and "Careers" pages
- Wrote press releases announcing product launches and company acquisitions
- Collaborated with product managers and the design team to create UX copy for mobile apps and the B2B platform
- Spearheaded a project to redo the content for the consumer help section of whitepages.com

**ZULILY – SEATTLE, WA**

**EDITORIAL WRITER, MARCH 2014 – AUGUST 2014**

**LEAD COPYWRITER, SEPTEMBER 2013 – MARCH 2014**

**PRODUCT COPYWRITER, MAY 2012 – SEPTEMBER 2013**

- Collaborated with the art director, designers and merchandising teams to create content for major brand events such as New Balance, UGG Australia and Lands' End
- Managed and trained a team of 10 product copywriters as a Copy Lead for the kids' division
- Wrote between 100 and 150 product descriptions daily as a Product Copywriter

**SKILLS & PROFICIENCIES**

- Branding
- Web Content

- Email Campaign Creation
- SEO
- Social Media Management
- HTML
- Google Search Console
- SEMRush
- Asana
- Microsoft Office Suite

## EDUCATION

**UNIVERSITY OF PUGET SOUND** – TACOMA, WA

**GRADUATED** MAY 2011

Bachelor of Arts in English; Bachelor of Arts in Art History

## ACTIVITIES

Outside of work, I am an avid reader, shopper, baker, downhill skier, and proud aunt to three nieces and six nephews. I am currently serving as the President for the YWCA Walla Walla Board of Directors where I assist in advocacy efforts that call for improved domestic violence and sexual assault prevention services in my city, state and country.