# Andrea Stephenson

## ENGAGING WRITER | MULTI-CHANNEL MARKETER | PROJECT MANAGER

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- Benefit-focused storyteller
- Multi-media savvy
- Skilled researcher, editor and brand builder
- Adept at making complex information accessible
- Comfortable leading, mentoring or flying solo
- Ability to juggle multiple projects
- Innovative customer-first thinker
- Collaborative and positive team player

## Experience

COPY DIRECTOR/WRITER (PRINT, WEB, SOCIAL, RETAIL)

Monroe, WI
May 2011 - Present

## Colony Brands, Inc.

Hands-On Writer:
• Write catalogs, product copy, emails, blogs, Web/mobile pages, digital ads, product videos, social content and more
• Grow customer loyalty with points/credit rewards, sweepstakes and gamification marketing
• Write copy for credit marketing and promotional offers
• Write customer service help screens, collection letters and call scripts

Brand Builder:
• Develop messaging strategy and brand guides for 18 affiliated brands
• Rebrand/launch new acquisitions like Montgomery Ward, Dr. Leonard's, Wisconsin Cheeseman, Healthy Living and more
• Version content for Amazon and marketplace outreach
• Partner in blog, video and all social media strategy to build brand engagement
• Translate business goals into directional creative briefs to inspire creative teams
• Present concepts to executives, lead brainstorms, inspire ideas and create roadmaps
• Compile customer data and campaign analysis to drive creative decisions
• Collaborate with list managers, lead creative targeting tests for new customer segments
• Manage Spanish translations/localizing messages to expand brands into new markets
• Leading the exploration of Artificial Intelligence use for copy writing, versioning and personalized messaging for both prospecting and resource efficiency

Team Player:
• Collaborate extensively with art, merchandising, product development, Q.A., I.T., VPs and owners
• Collaborate with digital team to monitor KPIs to increase web % of sales and maximize ROI of paid ads, email marketing and content creation
• Manage, motivate and mentor 20 writers and proofers/editors, coordinate freelance and agency help
• Set department and individual performance goals, guide with engaging improvement tools
• Develop and empower "best practice" creative decision making in Web, mobile, social, catalog and retail channels
• Lead collaboration/process improvements between

departments
• Develop calendars, schedules, budgets and resource plans
• Trouble shoot and advocate software system upgrades
• Lead marketing education classes for high school and college students

Results:
• Oversee 50,000+ catalog pages, emails, web pages, social media and special projects a year
• Increased production capacity 25% with restructuring and process improvement
• Saved well over 600 copy writing and proofing hours a year with a “style standards” WIKI
• Increased new product copy creation by 42% with process and software improvements
• Saw a significant rise in acquisition after leading the charge to rebrand each company
• Increased credit response rates 2% in key brands by developing new messaging
• Growing mobile orders through real-time credit approval and text messaging strategy
• Mitigated legal risk by creating data privacy and standard legal disclaimers

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COMMUNICATIONS MANAGER, LEAD WRITER

Monroe, WI
Jul 2010 - May 2011

## Monroe Clinic and Hospital (SSM Health)

Creative Directing and Copywriting:
• Health newsletters, education booklets, white papers, medical journal articles
• Ads: Web banners, newspaper, direct mail, billboards, TV, radio
• Physician marketing
• Intranet, Internet and internal communications

Managing:
• Multi-channel strategic planning, analysis and campaign development
• Led team productivity and process improvements, coached individuals
• Coordinated and directed freelancers/vendors

Press Relations:
• Press releases, community outreach events
• Disaster management spokesperson
• Public officials liaison (health reform, budget cuts, etc.)

SENIOR WRITER, INTERNET MANAGER (PRINT, WEB, SOCIAL, PUBLIC RELATIONS, RETAIL)

Belleville, WI
Jul 2005 - Jul 2010

## Duluth Trading Company

Creative Lead/Content Management:
• Developed unique audience-engaging campaign themes and copy
• Created new product names, pet and travel brand lines, campaign themes and packaging
• Created and wrote blog entries, editorial site content, email, homepage and category pages
• Wrote radio, television, billboard and viral video content
• Optimized copy to improve organic and paid search results
• Created the navigation, user experience and branded look of the Website
• Created floor sets – from optimized merchandise placement to point-of-purchase ads
• Coordinated the first retail store opening from project management to public relations
• Coordinated agency and freelance help

Managing/Reporting:
• Presented seasonal plans and progress reports to board of advisors
• Lead strategic planning and campaign analysis
• Improved team productivity and Web budgeting/forecasting processes
• Directed system and user interface changes via technology vendors

Results:
• Renamed hero products and exceeded 10-fold profit increases
• Increased email sales 40%+ year over year
• Grew Web percent of total sales from 30% to 50+%
• Increased gift card sales 30%
• Grew conversions, order values and search traffic 10-30%
• Doubled “Web Only” product profits in two years
• First retail store success inspired multiple store openings

SENIOR WRITER, CREATIVE PROJECT LEAD, CORPORATE RELATIONS

Dodgeville, WI
Jul 2000 - Jul 2005

## Lands' End

Writer/Project Manager:
• Developed new selling strategies for hero products
• Brought new line extensions to market (examples: plus sizes, shoes, school and business uniforms, personalized products, etc.)
• Developed signage and hang tags for Sears retail stores
• Wrote Web, email and catalog copy, wrote and designed user interface flows
• Implemented online shopping tools with various vendors (Live Chat, Virtual Model, Custom Jeans, My Personal Shopper)
• Composed legal disclaimers, recall alerts, sweepstakes rules
• Optimized copy to improve organic search results, wrote paid ad campaigns (Amazon, Google, Yahoo, etc.)

Public Relations Manager:
• Created targeted campaigns for business, technology and product communications (Time, Business Week, Wall Street Journal, Better Homes and Gardens, Business Wire, Associated Press, top 100 newspapers and trade magazines.)
• Coordinated national events (Oprah and Today Show, Fashion Week, My Virtual Model™ body-scanning tour via semi truck!)
• Acted as business analyst liaison (Forrester Research, Jupiter, Gartner Group, etc.)

Results:
• More than doubled organic and paid search traffic
• Helped team grow online order values $10 over catalog orders
• Helped department teams grow profits with line extensions and segmenting strategy
• Grew segmented email sales 8-fold
• Delivered 3-billion news media impressions per year
• 2-time winner of the Gary Comer Customer Service Innovation Award

TRADEMARK & BRAND PROTECTION MANAGER

Madison, WI
Jan 2000 - Jul 2000

## Name Protect

Advertising:
• Managed over $1 million in media buys
• Created upsell campaigns (infringement alerts, etc.)
• Negotiated more than 100 partner contracts

Communications:
• White papers, user interface, Webinars, online research library
• Business Wire articles, newsletters and direct mail collateral

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TV NEWS REPORTER & VIDEOGRAPHER

Louisville, KY and Cape Girardeau, MO
Jan 1989 - Jan 2000

## WAVE-TV, NBC & KFVS-TV, CBS

Daily Live News Coverage:
• Daily work included reporting murders, kidnappings, riots, trials, weather disasters, shootings, 4-alarm fires
• Live reports for The Today Show and CBS Nightly News, Conus and NBC network of affiliates
• Project work included agriculture, health, business, science and charitable "news beats"

Series Work/Weekly Shows & Special Reports:
• Made in Kentuckiana, Medical Miracles, Wednesday’s Child (Make-A-Wish Foundation) and Weird Science
• Aide to Al Gore on FEMA flood relief tours and Bosnia humanitarian missions
• Aide to Jimmy Carter on Habitat for Humanity missions
• Drug trafficking, homeless crisis and animal abuse issues

Accolades:
• 3 regional/national Emmy Awards
• 2 Armstrong Community Service Awards

WRITER, PRODUCER, ANNOUNCER

## KGMO Radio & SEMO Video Services

Cape Girardeau, MO
Jun 1990 - May 1993

Work Included:
• Produced/announced morning news, agriculture commodity reports and "Oldies" Shows
• Wrote radio ads, Travel and "Eye on Health" segments
• Produced/announced post-game Coach's Shows

WRITING, EDITING, DESIGN, PUBLIC RELATIONS

## Freelance Communications

Various
May 1988 - Present

• Individuals/Special Interests: BMW Motorcycle Owners of America, Dr. Patricia McConnell, Muhammad Ali, Al Gore/FEMA, Jimmy Carter/Habitat for Humanity, The Nature Conservancy, GRROW.org, Best Friends Animal Sanctuary, various veteran-focused organizations

• Businesses: NameProtect Trademark Protection, The GEO Group Translation Services, Wisconsin Department of Health, Miller Brewing, Edy's Ice Cream, Golden Corral

## Education

B.A. MASS COMMUNICATIONS AND JOURNALISM, WRITING MINOR, HONORS GRADUATE

## Southeast Missouri State University

Cape Girardeau, MO
Jan 1989 - May 1992

Completed degree in 3 years while working 3 jobs: Reporter/Videographer, Food Server & Radio Announcer

Management Classes

## University of Wisconsin

Madison, WI
Jan 2010 - Feb 2016

Examples: Inclusive Workplace Practices, Decision Making for Leaders, Negotiating and Influencing; Social Media and Brand-building Conferences

Notables

## Multi-Channel, Tech-Savvy Skillset:

• Working knowledge of editing/imaging software (InDesign, iMovie, Photoshop)
• Project management tools (Asana, Trello, Teams, Hive, Workfront, Google Workspaces)
• Multiple web content management, survey and email service providers
• Multi-media authoring tools for presentations, eLearning and employee LMS (Articulate, Captivate)
• Traditional marketing capable (newspaper, direct mail, billboards, TV, radio)
• Social media savvy (Facebook, Podcasts, YouTube, Wordpress, Instagram, etc.)
• A.I. content prompting/refining through various software assistants

## Personal Accomplishments:

• Created a (super fun) kindness mission: TheAmericanUnderdog.com
• Teaching my dogs to ride motorcycles!
• Volunteer for multiple Veteran-support causes
• Fundraiser, writer and board member for Green County Humane Society
• Built a rescue home and fostered 200+ dogs
• Storytelling workshop teacher, planned English curriculum in Kenya
• Completed Plant-Based Nutrition Science Certification via eCornell
• Working on TEFL certification and Spanish fluency
• Ability to run safely with scissors

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