

Brittany LeMoine

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Professional Summary

Skilled marketing writer and editor with an in-depth understanding of SEO, advertising strategies, and online content creation. Detail-oriented professional with 5+ years of experience writing for brands and websites.

Skills

- Copywriting
- Marketing and advertising strategies
- SEO Content Creation
- Blog Management
- Web content
- Editing and proofreading

Experience

Logical Position
SEO Content Writer

November 2024 to Current

- Research and write high-quality SEO blogs and external articles for 15+ clients.
- Produce content that makes the top of the SERP within 1 month of publication.
- Utilize Jasper AI to efficiently move through a high workload of content creation tasks.

Ledge Lounger
Copywriter

Katy, TX
March 2022 to August 2024

- Promoted in-pool and outdoor furniture products by writing engaging and fresh advertising copy for email, blog, website, print, and more.
- Adhered to and applied brand standards across a wide range of internal and external content.
- Wrote 10+ emails per week to support promotions, new product launches, and other marketing campaigns.
- Created all content necessary to successfully launch 5+ new products each year - from brand stories to product description pages and product launch emails.
- Managed all aspects of the brand blog, including scheduling 16+ blog posts per month, performing SEO keyword research, and overseeing publication on WordPress.
- Collaborated with the rest of the creative team to strategize new marketing methods to grow the brand further.

Dell Technologies
Marketing Copywriter

August 2021 to February 2022

- Contributed writing and editing abilities to an array of marketing projects throughout Dell Technologies.
- Wrote copy for product description pages on Dell.com and other Dell Technologies assets.

Regex SEO
Content Writer

Houston, TX
August 2019 to September 2020

- Conducted in-depth research and stayed up-to-date on industry and competitor content.

- Produced work for 10+ different brands simultaneously, utilizing time management skills to prioritize and schedule projects in order of importance.
- Created error-free, professional SEO copy for a wide range of uses, including blogs and web pages.
- Coordinated with subject matter experts for interviews and topic generation.
- Contacted external publications for outreach placement of content pieces.

Lopez Negrete Communications
Junior Copywriter

Houston, TX
September 2018 to March 2019

- Generated creative ideas for advertising campaigns and other marketing efforts.
- Wrote advertising copy for multiple mediums, including radio, TV, emails, direct mail, websites, social posts, and out-of-home.
- Presented drafts and rewrote copy based on feedback to achieve the desired effect.

Education

University of Houston
Bachelors of Arts: Advertising

Houston, TX
May 2018

- Minor: Spanish for the Global Professions
- GPA: 3.6/4.0
- Awarded Transfer Excellence Scholarship
- Chairperson of Communication, American Advertising Federation of U of H

Lone Star College
Associate of Arts

May 2016

Languages

English, Native
Spanish, Proficient