



# Amanda Harding

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5963 Sullivan Trail

Nazareth, PA 18064

## EDUCATION

### 2010

B.A., English

*Writing Concentration*

**Moravian College**

Bethlehem, PA

### 2005

A.S., Fashion Marketing,

**Art Institute of Philadelphia**

Philadelphia, PA

## TECHNICAL SKILLS

MS Office

Demandware

WordPress

HTML

SEO Optimization

## CONTRIBUTOR

Huffington Post

Red Tricycle

Maria's Farm Country Kitchen

## Qualifications

Extensive experience writing SEO friendly product detail and marketing copy for eCommerce sites. Well versed in writing other marketing and web content including email copy, feature articles, short stories, blog posts, and other creative pieces. Meticulous attention to detail for typos, accuracy, consistent presentation, grammar, and punctuation. Ability to grasp the nuances of product benefits and articulate that into copy that resonates with consumers. Prioritizes assignments in a fast-paced environment.

## Professional Experience

eCommerce Copywriter // Rodale's LLC // Emmaus, PA

**November 2014 - present**

- Creates, uploads, and edits product information for retail items using provided vendor information and by conducting outside research.
- Ensures content is accurate, engaging, and written in a style that utilizes search engine optimization (SEO) best practices.
- Evaluates current product naming conventions and product descriptions, optimizing and rewriting based on team feedback and product performance.
- Conducts online research to develop and maintain a database of SEO-friendly keywords and content guidelines by product category and theme.
- Maintains a comprehensive copy style guide.
- Manages a team of freelancers, including assigning copy and editing submissions.
- Crafts unique, click-driving subject lines and email copy.
- Writes bi-weekly blog posts and contributes ideas for relevant blog articles.
- Collaborates cross functionally with all departments as necessary to ensure projects deadlines are met and communication remains open and direct.

Senior Copywriter // Cigars International // Bethlehem, PA

**August 2013 - November 2014**

- Wrote all forms of copy, from product descriptions to email campaigns, catalog copy, newsletter material, store event information, and all other written communications, all while adhering to the distinct brand voice.
- Worked both alone and in tandem with the Marketing and Merchandising teams to develop appropriate and innovative selling concepts for a wide variety of digital and print platforms and sales channels.
- Helped to improve the company's processes while seeing all projects through to completion in a fast-paced, deadline-driven arena.
- Developed action-oriented copy for a variety of sales platforms and channels.
- Worked directly with creative personnel to deliver a targeted style, message, and creative strategy.
- Cultivated a deep understanding of the product, market, and competition.
- Responsible for original, clear, and convincing conceptions with grammatical and factual accuracy.
- Improved business processes and managed projects to meet deadlines.

Content Writer // kgbdeals.com // Bethlehem, PA

**August 2010 - August 2013**

- Created web marketing content for a daily deals website.
- Worked with tight deadlines and produced multiple copy pieces on a daily basis.
- Engaged audience with concise yet descriptive content.
- Directed the off-site graphics team to produce images that captured the message of the copy.
- Utilized basic HTML, staged email content in Dreamweaver, and used a proprietary content management system (CMS).