

Alexandra C. MacArthur

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Summary

Alexandra has been a marketing content creator for 9 years where she acted as a copywriter, social media strategist, video specialist, web content writer, blogger, and copyeditor. She has worked in a variety of industries, including education, travel, pharmaceuticals, technology, entertainment, sports, finance, and the non-profit sector.

Skills

- Copywriting
- Social media
- Web content
- Film Production
- CMS
- SEO
- Blogging
- Event planning
- Photoshop
- Video editing

Content Creation Experience

Education First – Teacher and lesson plan developer, September 2015 – Present

- Wrote and designed lesson materials for 20 reading, writing, listening, and speaking classes to be used at Zhejiang Normal University, EF's client. My teaching materials and classroom performance impressed ZNU and ZNU contracted EF for another year of service.
- Created lesson materials for one-on-one classes for students wishing to learn English for business, test preparation, and daily conversation.

Acurian – Copywriter, Summer 2015 Contract

- Wrote web and print copy for marketing campaigns targeted at doctors and patients for Acurian's various clients including Pzher, Lilly, AstraZeneca, Novartis, Roche, and more.
- Wrote content for websites that informed doctors and patients about our client's medical studies and the benefits and procedures required to participate in these studies.

Bowstring Studios – Associate Producer and Writer, Summer 2014 Contract

- Produced a week of film segments for a client who was creating a sports related social media site for teens. Located talent, worked with parents and businesses to coordinate film shoots, and created all necessary documentation to prepare film crew for each shoot. The shoot was successful especially considering that the shoot took place in California and I coordinated it from Pennsylvania.
- Curated content for client pages and social media platforms, including articles, videos, and more to spark conversations amongst users.
- Collected data on client's audience and where to find them on Facebook, Twitter, Vine, and YouTube so that the client could know which networks to work with when their product launched.
- Wrote original scripts for existing clients as well as pitches, including a pitch for an animated video for ARCO gas and a film about the advancement of women for the Univision channel.
- Created lists of topics for our hired talent (including video bloggers and reporters) and helped prep them for each film shoot and/or interview.

DIRECTV – Copywriter and Blogger, November 2011 to December 2013

- Collaborated with social media team to write copy for various social media campaigns promoted across all touchpoints (website, social, mobile, and email).
- Wrote copy for DIRECTV's website covering all marketing pages, from sports to mobile apps, and all new promotions and offers.
- Synthesized complex technical data to create accessible and informative web pages about DIRECTV products and initiatives, like our [sustainability page](#).

- Spearheaded the DIRECTV blog, interviewing film/TV stars like Fred Armisen and Andie MacDowell.

SWIFT – Freelance Marketing Assistant, July 2011 to November 2011

- Worked with Director of PR to write and edit business profiles and coordinate photo and video shoots for finance industry events.
- Reconciled expenses, audited department expenses, managed calendars, and created PowerPoint presentations.

The Trust for Public Land – Freelance Development Associate, May 2009 to July 2010

- Wrote direct mail and e-mails requesting donations for national and individual TPL projects.
- Researched and wrote tailored acknowledgement letters for individual major gift donors that were signed by TPL's CEO.

Wcities.com – Staff Writer, August 2007 to May 2009

- Researched and wrote copy about various travel destinations to be syndicated to Google, AOL, MSN, Starwood Hotels, American Airlines, and more.
- Used CMS to publish content - photos, videos, and copy - to the site.
- Worked with Assistant Manager to edit copy from other writers

Contract Experience – I freelanced extensively during the years from 2014-2015

Lycogel – Copywriter, Freelance 2015

- Assisted Netherlands skincare company in the rebranding of their website, packaging, and collateral.
- Distinguished unique needs of B2B and B2C audiences and created distinctive voice for each.

Toth + Co. – Travel Writer, Freelance 2015

- Hyatt House was creating a concierge webpage for its White Plains location. I oversaw the content for the site, researching the area's points of interest and providing Hyatt House with written recommendations and photos of each attraction.

InMobi – Copyeditor/Proofreader

- Edited and proofread white papers for mobile advertising firm that utilizes big data to discuss industry trends in the mobile gaming world.
- Wrote original copy for various parts of the white papers that require summarization or further explanation.

Huffington Post – Writer

- Write blogs about women's issues and politics.

Education

University of California Berkeley, Berkeley, CA – B.A. in English, May 2007