

# ALYSSA DAVIS

## SUMMARY

Award-winning copywriter with nearly ten years of experience creating SEO-optimized content and copy across multiple industries and channels. Proven success in conceptualizing and producing editorial assets and marketing collateral based on brand voice and consumer behavior to further engage audience, build brand interest, and drive conversions. Excels at narrative development, storytelling, and editing while meeting tight deadlines and maintaining an adaptable, optimistic attitude.

## EXPERIENCE

### Digital Media Specialist

Monroe County YMCA | August 2018 – March 2021, October 2024 – Current

- Assist in the development and implementation of full-funnel, multi-channel marketing campaigns
- Collaborate with directors to identify optimal digital marketing strategies
- Copywrite, edit, and finalize digital and print assets before release
- Consult with design teams to create message-enhancing visuals across channels
- Create and execute digital content calendars aligned with upcoming programs, events, and promotions
- Implement and manage social media strategies to enhance brand awareness and drive website traffic
- Develop email marketing campaigns, achieving an average open rate of 44%

### Freelance Writer

Architectural Digest, People, USA Today, and more | January 2016 – Current

- Author original articles on industry topics, tracking current events and trends for story ideas aligned with company objectives
- Manage multiple projects across various brands, consistently meeting deadlines
- Utilize content management systems for publishing and updating digital content
- Implement SEO strategies to improve online visibility and search engine ranking
- Collaborate with editors and designers to fulfill project requirements
- Conduct interviews with subject matter experts to gather relevant insights
- Follow brand tone and guidelines to achieve overall strategic goals and metrics

### Quality Team Editor

Better Homes & Gardens and Southern Living | April 2024 – April 2025

- Revised articles per project instructions, optimizing metadata and article copy to improve SERP ranking against competitor content
- Optimized article readability and originality to increase reader engagement
- Conducted research and fact-checking to ensure accuracy and credible sourcing
- Adhered to brand voice and style guidelines during all revisions

### Digital Content Coordinator

Visit Bloomington | March 2021 – September 2022

- Partnered with marketing director and graphic designer on all collateral, including an award-winning leisure marketing campaign
- Managed websites, social media accounts, and email campaigns, including annual event microsites and social pages
- Wrote over 100 blog posts targeting gaps in website content and audience interests
- Authored 10 original features for the 2022 visitors' guide and copyedited the award-nominated booklet
- Monitored web, social, and email analytics to identify areas of improvement, compiling monthly reports for key stakeholders

## CONTACT

- 📞 812-679-6936
- ✉ writealysadavis@gmail.com
- 📍 Ellettsville, IN 47429
- 🌐 alyssakdavis.com

## SKILLS

- Adobe Creative Suite
- Brand development
- Content management systems
- Copywriting & editing
- Creative ideation
- Data analysis
- Email marketing
- KPI tracking
- Marketing strategy
- Microsoft Office
- Project management
- Research & fact-checking
- SEO strategy
- Social media marketing
- Video production & editing

## EDUCATION AND TRAINING

### Bachelor of Arts

English Composition  
Indiana University | Bloomington, IN  
May 2018

- Public & Professional Writing Concentration
- Marketing Minor

## ACCOMPLISHMENTS

- 2022 Indiana Tourism Association Best Leisure Travel Marketing Campaign – Visit Bloomington
- 2022 Leadership Bloomington Monroe County Alumna
- 2017 Guy Lemmon Award for Public Writing, Undergraduate Division
- 2016 James A. Work Undergraduate Award