

# CAROLYN HAYNES

[www.carolynhaynes.com](http://www.carolynhaynes.com) ■ 817-564-5805 ■ [haynes.carolyn1@gmail.com](mailto:haynes.carolyn1@gmail.com)

## STRENGTHS

Content Marketing ■ Digital Marketing ■ Content & Social Strategy ■ Inbound Marketing  
Copywriting ■ Social Media ■ Blogging ■ Copy Editing/Proofreading  
Training/Mentoring ■ Project/Workflow Management

## SUMMARY

I love helping brands tell their stories. I want to create fun and inspiring content every day – and find new and better ways to get the most out of it. I'm a skilled marketer with leadership, strategy, copywriting and journalism experience in my background. I've proven in each of my jobs that I'm an expert at tailoring content to different audiences, managing multiple projects & people, and diligently meeting deadlines in a fast-paced work environment. I'm a self-starter who will take any project and run with it.

## PROFESSIONAL EXPERIENCE

**Copywriter ■ Capital One in Plano, Texas ■ January 2017-Present**

Write and edit all print and email correspondence that goes out to Capital One's home loan customers.

- Work closely with 15-20 operations teams to create new communications materials and revise existing communications to improve the customer experience.
- Oversee correspondence through legal and compliance review and approval process.
- Provide editing review of all materials during QA/UAT on communications once they're in development.

**Marketing Manager ■ Vantage Benefits in Dallas, Texas ■ June 2016-January 2017**

Oversaw print and digital marketing projects in-house for a B2B company specializing in employee benefits.

- Concepted and wrote all print and digital content, including direct mail, brochures, a completely revamped website, emails, social media, white papers, and more.
- Managed all social media, including research, strategic decisions, content calendar planning, writing, photography, engagement, and analytics. I steadily grew all social media channels by 63% follower growth overall. I also created a program to train our sales team on social media.
- Created all email campaigns, including writing, design, managing HubSpot, instituting best practices, and reporting on analytics.
- Worked closely with individual sales reps to create personalized print and digital marketing campaigns to support their efforts.
- Managed print and digital marketing pieces through design and development.
- Instituted Google Analytics on company website and regularly reviewed analytics along with keyword data to aid in optimizing our digital marketing strategies.

### **Director of Content Marketing ■ GDD Interactive in Dallas, Texas ■ 2014-2016**

Led content marketing for B2C and B2B clients for this full-service digital agency.

- Served as lead copywriter for a range of digital marketing projects, including websites, microsites, display ads, lead generation pages, video scripts, social media, emails, case studies, infographics and blogs.
  - Wrote the Addy Award-winning microsite “Steeped In” for Nepali Tea Traders.
  - Wrote the Entrematic Fans and 4SIGHT Logistic Solution websites.
- Created content strategy recommendations for clients and prospect pitches.
- Led tactical execution of strategy across channels, including design direction.
- Managed and mentored a team of copywriters and social media managers, as well as freelance resources as needed.
- Reviewed monthly analytics for social media and blogs using Google Analytics, DashThis, SproutSocial, TrackMaven, and native social insights, and optimized content strategy based on data.
- Led strategic planning and execution of the launch of Entrematic Fans – an entirely new brand – in social media.
- Created agency blog content strategy and workflow from scratch.

### **Copywriter ■ GDD Interactive in Dallas, Texas ■ 2013-2014**

Served as lead copywriter, as well as copy editor and social media/content marketer, for this full-service digital marketing agency. Clients included Tuesday Morning, Sun Tan City, Pappas restaurant chains, Nepali Tea Traders and Sundance Square.

- Created compelling copy for corporate websites, promotional banner ads and landing pages, email campaigns, blogs, mobile apps and mobile websites.
- Regularly interviewed clients to create website content from scratch.
- Worked with the social media manager to plan and create daily social postings for clients including Tuesday Morning and Nepali Tea Traders.
- Worked closely with social media manager on content strategy for several clients. In the first 6 months, we increased Tuesday Morning’s social media following by more than 28%.
- Worked with strategy directors and clients on branding, including taglines, personas, voice and tone.
- Wrote GDD's website, social media and other in-house marketing materials.

### **Copywriter/Copy Editor ■ imc2 Health & Wellness/MEplusYOU Agency in Dallas, Texas ■ 2011-2013**

Wrote and edited copy for client websites, emails, social media and apps as part of a full-service creative marketing agency with clients including Novartis Oncology, Pfizer, TLC Vision, Burt’s Bees, Louisville Slugger, World Vision, RadioShack, P&G Secret and Omni Hotels, as well as a top book publisher and major pharmaceutical brands treating depression, schizophrenia, HIV and more.

- As a copywriter, created content for clients’ corporate websites, product websites, manifestos and Facebook/mobile apps, as well as program names and slogans for clients. In 2013, juggled creation of 13 websites for one client.
- As a copywriter, sourced medical facts and data for my copy against medical journals, and as an editor, fact-checked medical references, ensuring accuracy for pharmaceutical clients.
- As an editor, reviewed marketing materials for both consumer and healthcare provider audiences as works in process and proofread all digital materials in final online QA.
- Served as a training manager, creating and maintaining extensive training materials and providing hands-on training and mentorship to new editors.

### **Copywriter/Medical Editor ■ Physicians' Education Resource in Dallas, Texas ■ 2009-2011**

Composed and edited written materials for media, marketing and direct physician education. Though hired solely as a medical editor/proofreader, took on additional writing and web management tasks from other departments, improving efficiency.

- Wrote and edited copy for emails, websites, brochures and other marketing materials, increasing physicians' awareness of educational programs.
- Edited PhD-level, detail-oriented continuing education materials for oncologists in the form of print newsletters, slide lectures and interactive online case studies.
- Used a content management tool and light HTML coding to update company website, saving designers time to focus on more intensive web builds.
- Fact-checked medical source data and references to ensure accuracy.
- Streamlined processes, procedures and tracking systems by redesigning spreadsheets and templates, improving team's organization and efficiency.

### **Copy Editor ■ Star-Telegram in Fort Worth, Texas ■ 2002-2009**

Edited articles and composed headlines, photo captions and teaser blurbs for this major-market newspaper with circulation of more than 200,000.

- Examined articles for grammar, spelling and use of Associated Press and in-house style guides, and researched facts on Internet to fix errors, ensuring accuracy and consistency for readers.
- Supervised editing of four newspaper features sections a week (50% of our features content). Tasks included workflow management, headline writing and approval, final page proofing and serving as liaison with designers and content managers throughout the process.
- Coordinated weekend entertainment pages, including choosing stories and setting deadlines for arts reviewers.
- Designed, wrote and implemented new employee manual and training plan for news copy editors, improving integration of new hires into the team.
- Used a content management system to tailor headlines for improved reader engagement online.
- Supervisors asked me to return part-time at night as a second job for 2010-2011.

### **Copy Desk Chief ■ The Daily Tar Heel in Chapel Hill, North Carolina ■ 1998-2001**

- Managed a copy editing staff of 15 students for an award-winning daily college newspaper with a readership of 39,000.
- Developed training workshops to teach writing and editing skills.
- Published and maintained newspaper's in-house stylebook to ensure accuracy.

## **ACHIEVEMENTS**

- Addy Award for Nepali Tea Traders' "Steeped In" microsite
- GDD Interactive's inaugural Orange Award for excellence
- imc2's Spot On and Raise the Bar awards as early as my second month on the job
- Star-Telegram's Amons headline award for 2006, several quarterly Amons headline awards and employee of the month