

Tracey Anderson

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http://traceyanderson.writerfolio.com

Skills

MS Office (PC/Mac), Adobe Professional, AP Style, Inbound Marketing, SEO, Internet Research and Social Media.

Corporate Marketing and Agency, Digital and Print.

Experience

[Freelance Writer/Editor](#)

December 2014 – Current

B2B multi-channel content creation. Fiction/non-fiction book editing.

[MLT Creative](#) / B2B Marketing Agency

April 2014 - December 2014

Copywriter

Developed content for a wide range of online and traditional inbound and outbound marketing projects: websites, blog posts, press releases, sales collateral, email campaigns, eBooks and video scripts.

[Agilysys](#) / Hospitality Software Developer

June 2008 – March 2014

Copywriter/Marketing Specialist

- Wrote and edited 100% of marketing collateral for software solutions and updated materials with each new release
- Crafted content for multiphase B2B marketing campaigns in support of new rollouts
- Developed product, services and vertical-oriented web content
- Restructured and simplified PowerPoint presentations for sales personnel
- Partnered with multi-department stakeholders to ensure accuracy and on-target messaging
- Edited quarterly newsletters for both customers and prospects
- Developed marketing SharePoint site of collateral for download
- Established RFP portal to support bids for new business

[AAHOA](#): Hotel Owners' Advocacy Group

January 2008—June 2008

Public Relations/Communications Manager

- Proofed and edited AAHOA Lodging Business magazine
- Wrote monthly column for Hotel & Motel Management magazine
- Developed collateral for annual convention
- Hired and managed freelance designer for a variety of convention-related material

Freelance Writer/Editor

August 2001—January 2008

Produced content for a wide range of marketing initiatives. Long-term contracts included:

[Write2Market](#)

Updated content for Motorola.com for a website redesign

Best Software (now [Sage Software](#))

Wrote/edited marketing collateral, email/direct mail, software packaging copy

[UPS](#) / Interactive Communications Department

Updated content for the UPS website redesign

SynQuest Software (now [Viewlocity](#)): Optimization Software *June 2000—August 2001* **Copywriter**

- Produced all marketing collateral and technical documentation for SynQuest products
- Wrote direct mail/email, public website and corporate Intranet content
- Conceived and created "Day in the Life" collateral series
- Produced monthly corporate newsletter by incorporating input from various departments
- Managed production details with outside vendor

Cyco Software (now [BlueCielo](#)): ECM Software **Marketing Writer**

September 1999—June 2000

- Wrote/edited product collateral, press releases, case studies, web content for corporate site and dealer/reseller extranet
 - Published "What's Wrong with EDM" article (CADD magazine)
 - Edited content for quarterly newsletter, aggregated from five international offices
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Soft Skills

- Exhibits accuracy and attention to detail
- Looks for ways to improve and promote quality content
- Gathers and analyzes information efficiently
- Works well independently, self-motivated, goal-oriented
- Possesses the organizational skills necessary to ensure projects are on time
- Handles multiple assignments and deadlines with strong project management skills
- Knows how to get things done through formal channels and informal networks
- Relates well to all levels of people in and out of the organization, building appropriate rapport to establish productive relationships

Education

Villanova University: Certificate, Essentials of Project Management

University of West Florida: Post-Graduate Work in Literature

Temple University: B.A., English