

# Alisa Sky-Eagle Smith

Content Marketing Specialist and Copywriter

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## Professional Summary

Content Marketing Specialist and Copywriter with over 15 years of experience. Expert in SEO, digital marketing, and brand voice development, delivering measurable results for notable brands across diverse industries. Passionate about leveraging data-driven insights to create impactful messaging and marketing campaigns.

## Recent Experience

### Copywriter and Content Marketing Specialist, Sep 2008

*Sky-Eagle and Brainchild*

- Delivers measurable ROI improvements through client-specific SEO, content marketing, and copywriting strategies across a wide range of industries and platforms, enhancing brand visibility and engagement.
- Proven track record with notable brands like Avon and Gap. Industries include SaaS, automotive, senior living, insurance, and retail

### Senior Copywriter, PR & Comms, Mar 2021 - Jan 2023

*Solera*

- Wrote for web, organic and paid social media, blogs, ebooks, articles, advertorials, internal comms, RFPs, foundational marketing strategy documents, and beyond
- Instrumental in grassroots development of cross-collaboration, logistics, and strategy of the brand content team and kickstarted and led the brand team's SEO initiatives
- Conceptualized and implemented company-wide content marketing strategy, aligning with business objectives and market trends.
- Worked with global brand and marketing team members to produce, proofread, and polish content for domestic and international audiences

### Content Specialist, Nov 2018 - Jun 2020

*Civitas Senior Living*

- Spearheaded content creation for 50+ websites, including corporate rewrite.
- Researched and implemented data-driven SEO and content marketing strategies. Elevated digital brand presence through strategic content optimization.
- Partnered with cross-functional teams to craft compelling press releases, resident stories, ads, and other content, fostering a cohesive brand narrative across digital and print media.
- Meticulously proofread and edited all digital content, assisted with internal communications
- Pioneered the establishment of Civitas' digital brand voice, creating a distinctive online identity that resonated with target audiences and stakeholders.

### Marketing Director, Apr 2017 - Mar 2018

*Steadfast Creative*

- Developed and managed data-driven digital marketing strategies for 26 clients
- 158% increase in online traffic for screen printing website after 90 days
- 85% reduction in bounce rate for swing set website after 8 months
- 100% increase in phone calls and form fills for swing set company after 90 days
- 5,212% increase in creative video production website visitors after 60 days
- 150% ROI for paid social campaign for fashion boutique
- Pioneered data-driven marketing approaches, integrating SEO, SEM, and social media strategies to achieve measurable results and foster client success.
- Led cross-functional teams, including interns and freelancers, to deliver impactful digital marketing solutions and optimize project management processes.

## Skills

Copywriting and Editing, SEO,

Content Strategy, Content Marketing, Social Media Marketing - Facebook, Instagram, Twitter/X, LinkedIn,

Digital Marketing,

Data and Persona Research,

Data Analytics and Reporting,

Brand Voice Development,

Style Guide Development,

Public Relations,

Campaign Management,

Account and Project Management,

CMS - Wordpress, Wix, Squarespace, Drupal,

Google Marketing Platform - Analytics, Ads,

Adobe Creative Suite,

Microsoft Suite.

## Links

LinkedIn: [linkedin.com](https://www.linkedin.com),

Portfolio:

[www.skyeagleandbrainchild.com](http://www.skyeagleandbrainchild.com).

## **Contract Digital Strategist, Apr 2016 - Jun 2016**

*VRTC, Inc*

- Increased organic keyword rankings from only 5 to over 130, with a 52% increase in first-page rankings. Around 20 of these organic keywords were on the first page and/or at the top of the fold
- Successfully pitched and helped design a social media strategy for American Honda in the LAC region
- Designed and successfully pitched a social media strategy for an up-and-coming consumer packaged goods (CPG) company while increasing engagement across the board
- Produced, curated, edited, and managed engaging, metrics-driven, search-optimized content over a variety of digital platforms - including blogs, social media posts, web pages, briefs, and articles - for the agency and its clients
- Wrote and managed meta tags, headlines, and other SEO content in Wordpress.

## **Contract SEO Copywriter, Oct 2013 - Apr 2016**

*SearchDex*

- Wrote various SEO descriptions and meta tags for websites in the general retail, fashion, bridal, travel, and legal industries
- Notable clients included Gap, Athleta, Banana Republic, Old Navy, Avon, Toys "R" Us, Lucky Brand, and Belk

## **Contract Copywriter and Social Media Associate, Feb 2015 - Jul 2015**

*DaVinci Bridal*

- Assisted in creation of complex content strategy for both B2B and B2C audiences
- Fulfilled content strategy needs via e-books, blog posts, website revisions, dress descriptions, SEO keyword research & copywriting, and social media
- Managed all social media accounts (Pinterest, Facebook, Twitter, Instagram, YouTube), including ad strategy & campaigns, messaging, visibility strategy, and response posts for two brands: Sparkle Prom and DaVinci Bridal
- Designed and wrote all social media content for both brands
- Tracked success of all online marketing efforts for both brands

## **Web Copywriter, Nov 2012 - Aug 2013**

*Internet Lava*

- Wrote and researched SEO content for websites, blogs, and E-zine articles for criminal defense attorneys and personal injury lawyers
- Interpreted complicated legal jargon from state law and translated it into easy-to-read consumer content
- Used Google Adwords and other tools to identify and seamlessly blend keywords into content for SEO
- Coded and uploaded pages for web using Dreamweaver, DNN, and ModX
- Managed multiple webpages and writing projects in deadline priority

## **Contract Marketing Assistant and Copywriter, Jul 2012 - Oct 2012**

*Colt International*

- Helped maintain department stability and momentum during busy season while all three marketing employees underwent major transition
- Wrote press releases, legal correspondence, one-sheets, eblasts, website copy, hold scripts, and taglines
- Achieved 50% increase in Twitter followers, 30% in Facebook likes, and significant interaction ratio overall
- Achieved multiple publications of press release through relationships I formally established
- Counted, organized, and maintained promotional inventory, investigated new options; created spreadsheet
- Performed grassroots research, attended webinars, and presented information found for future department endeavors such as QR codes, Foursquare, etc. • Helped maintain department stability and momentum during busy season while all three marketing employees underwent major transition
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## **Copywriter, Level 1, Jul 2011 - May 2012**

*American National Insurance Company*

- Managed printed and electronic marketing material - included proofing for compliance and print, coordinating with graphic artists, printers, and accounts payable, and working with forms control
- Filled customization orders for pre-approved marketing material as well as completed monthly updates of material using InDesign and Photoshop
- Edited and wrote monthly newsletter articles and completed preliminary layout in InDesign
- Submitted new flier concepts, when requested
- Edited and/or wrote headlines and copy for material revisions and new concepts

## **Copywriter/Public Relations Intern, Jun 2010 - Oct 2010**

*The Black Sheep Agency*

- Assisted in coordinating new business and publicity opportunities
- Responsible for writing press releases, pitches, letters, contracts, emails, and social media content
- Performed extensive grassroots and intermediate research for three major company objectives
- Accountable for creating, voicing, and/or maintaining five social media accounts
- Contributed to the development and expansion of the agency's charitable cause
- Earned experience working with automotive, animal welfare, and performance marketing objectives
- Participated in brainstorming related to guerilla and nontraditional marketing
- Carried out duties in an at-home, self-accountable environment

## **Copywriter Intern, Jan 2008 - May 2008**

*Balcom Agency*

- Assisted senior copywriter writing copy for various clients in print, radio, TV, and web
- Participated in brainstorming and campaign planning sessions
- Achieved the trust of the creative team to work on three clients solo
- Earned experience working for bank, hospital, organ donation, and retail clients
- Gained administrative experience assisting with front desk

## **Advertising Sales Representative, Aug 2006 - May 2007**

*The Pine Log*

- Sold newspaper advertising spots and creative services to local businesses
- Provided concept, copywriting, and design services for each acquired business
- Gained experience on Adobe InDesign, Photoshop, and Illustrator
- Surpassed three supervisors' sales expectations and goals

## **Education**

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### **B.A. Communications/Journalism**

*Stephen F. Austin State University*