

# LINDSAY LI

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## SUMMARY

Copywriter with 12 years of experience in marketing and content strategy, with a focus on driving an increase in customer engagement through the development of purpose-driven content. Demonstrated expertise in humanizing highly technical content for a general audience in a variety of verticals including non-profit organizations, healthcare, technology, ecommerce, food and beverage, and more.

## KEY SKILLS

- Web Copywriting
- UX Copywriting
- Editorial Planning
- Digital Strategy
- Brand Strategy and Development
- SEO Optimization
- Social Media Strategy
- Blogging and Thought Leadership
- Content Management Systems
- Content Planning & Marketing
- Event Marketing
- Storytelling
- Case Studies.

## CAREER HIGHLIGHTS

- Demonstrated leadership in design and strategy to increase digital subscribers by 300% and lower bounce rate by 40%
- Developed and executed a national advocacy campaign resulting in more than 11MM social media impressions
- Executed the branded marketing launch of 3 successful small businesses.
- Developed copy and brand name for 2018 [GD USA Web Design Award](#) winner

## EXPERIENCE

- **Freelance Copywriter, Self-Employed** • 2017 - Present
- **Opportunity Finance Network** • 2014 - 2018
- **NextGen Healthcare** • 2011 - 2014
- **American Staffing Association** • 2007 - 2011

## SELECTED CLIENTS & PROJECTS

**EPAM Systems:** Provide content strategy and copywriting expertise to digital builds and apps, including microcopy, website rewrites, and SEO optimization, both on and off page.

**Comcast:** Senior copywriter tasked with developing a comprehensive brand voice for a high-tech venture capital-funded IoT arm of Comcast. Incorporate voice style into sales enablement tools designed to speak to core customer-types.

**eCity Interactive:** Develop on-brand blog copy for select clients in eCommerce and higher education, including interviews with thought leaders and high-profile subject matter experts.

**Schneider Electric:** Writer tasked with managing the content development and microcopy for the launch of an online portal and microsite. Accomplished through requirements gathering, client workshops, and content strategy.

**Yum:** Content strategist and copywriter responsible for distilling dense content into user-friendly microcopy for the launch of an internal app to help improve consistency and quality between franchises.

**Lil Mixins:** For this start up, delivered the go-to-market content strategy, including website content, SEO optimization, social media strategy, and execution of targeted marketing efforts.

**Kantar:** Social media marketing strategist tasked with executing the social media campaign for various key market research events and publication releases. Responsible for driving web traffic and event attendance.

## EDUCATION

MASTER, HISTORY AND ARCHIVAL STUDIES • 2006 • Duquesne University, Philadelphia, PA  
BACHELOR, ENGLISH • 2005 • Bridgewater College, Bridgewater, VA