

BRITTANY THALER

SENIOR COPYWRITER & MARKETING CONSULTANT

INFORMATION

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www.brittanythaler.com

State College, PA

EDUCATION

MS in Digital Marketing and Design

2023
Brandeis University

MA in Psychology

2018
Goddard College

BA in English

2011
The Pennsylvania State University

COPYWRITING

B2B	Product
Blogs	Sales Materials
Digital Ads	Scripts
Direct Response	SEO Content
E-commerce	Social Media
Emails	Training Manuals
Press Releases	UX
Print Ads	Web Content

TECHNOLOGY

Adobe Photoshop	monday.com
Canva	Screaming Frog
Figma	SEMrush
G Suite	Slack
MailChimp	WooCommerce
Microsoft 365	WordPress
Miro	

SELECTED EXPERIENCE

16 INDUSTRIES

Senior Copywriter

Self

July 2018-Present

- Crafts email copy averaging a 47% open rate and an 11% click rate
- Creates web copy resulting in a 250% increase in visit times
- Formulates content strategies for over 150 audience segments
- Produced podcast copy for clients managing up to \$7 billion in assets
- Developed social copy resulting in a 160% increase in Facebook page views, a 35% increase in Facebook reach, and a 20% increase in Instagram reach

Marketing Consultant

Self

July 2018-Present

- Leads B2B, B2C, and DTC storytelling, boosting client revenue by over 400%
- Advises omni-channel marketing strategies across print and digital
- Manages a team of 20+ marketing specialists
- Oversees web strategy and development for 6 websites
- Secured contracts with major clients like Delta Airlines, Walmart, and Sam's Club

Senior Copywriter (Freelance)

St. Luke's University Healthcare Network

June 2022-March 2024

Website

- Created content for a 4,000-page healthcare website, enhancing UX/UI to improve patient experience
- Boosted keyword rankings by 166% using keyword optimization
- Reduced bounce rates by 24% by aligning content with user intent

Email

- Led content strategy for an email list of 900,00 subscribers
- Achieved a 42% average open rate
- Maintained an unsubscribe rate below 0.09% using effective content strategies and email best practices

Chief Marketing Officer

Kate's Real Food

December 2018-June 2022

- Drove a 50% sales increase in 2019 with a strategic marketing plan
- Grew marketing from 3 vendors to 15+ specialists, integrating employees, agencies, and contractors
- Collaborated with over 50 influencers to enhance content
- Improved all SEO KPIs, such as increasing page views by 54% and pages per session by 32%