
Britt Ashley

Copywriter & Editor

she/her/hers

Seattle, WA

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SUMMARY

Writer, editor, and content strategist with 10+ years combined experience working in rigorous, deadline-driven environments in the fields of literary publishing, feminist media, corporate communications, and e-commerce marketing.

SKILLS

High Volume Digital Copywriting, Copyediting, Developmental Editing, SEO Optimization, Brand Marketing, Project Management, B2C, D2C, and B2B Writing, Outstanding Interpersonal Communication

RELEVANT EXPERIENCE

Communications Consultant - *Kaiser Permanente, Seattle, WA*

September 2022--January 2023

- Edited a special 75th anniversary issue of Impact! Magazine
- Provided full publication support including writing, editing, art direction, production management, editorial consultation, and other projects as needed
- Managed simultaneous projects with varying deadlines and project goals
- Established communication and editorial infrastructure to drive project goals and deadlines with the communications team, freelance writers, and other stakeholders
- Breaking down complex internal policy and content concepts into fun, accessible articles for an internal stakeholder audience

Senior Copywriter & Team Leader - *Packable, New York, NY*

May 2021 - August 2022

- Wrote and edited excellent, high volume product-specific B2C and D2C copy under deadline
- Ensured that copy was accessible and SEO optimized while still accurately representing brand voice
- Managed simultaneous projects with varying deadlines and project goals
- Established communication and infrastructure to help support and problem solve with the marketing, brand management, and creative teams
- Broke down complex marketing and content concepts into accessible internal training and client-facing strategy documents

Senior Content Strategist - *Ideoclick, Seattle, WA*

January 2019- May 2021

- Wrote high volume deadline-driven, product-specific copy for both Fortune 500 companies and emerging brands
- Managed a roster of high-demand clients and simultaneous projects with varied objectives and timelines
- Created content strategy one pagers that significantly increased both editorial turnaround time and client satisfaction
- Wrote and edited company blog posts, white papers, and PR copy
- Organized across teams with account managers, marketers, and directors
- Served as lead editor/QA specialist for the content team

Consulting Editor - *Copper Canyon Press, Port Townsend, WA*

August 2018 - January 2019

- Evaluated manuscripts and contributed key feedback that led to the acquisition of books
- Collaborated with editorial staff to eliminate outstanding submissions backlog
- Successfully developed and implemented a new, more efficient submissions editorial calendar and created a set of tiered response letters
- Tracked, reviewed, and culled outstanding submissions from open queues
- Managed 4 editorial interns and assembled a small team of outside editorial readers to evaluate submissions

Managing Editor/Editor-in-Chief - *Bitch Media, Portland, OR*

January 2016 - March 2017

- Wrote and edited content for daily online publication as well as our quarterly print magazine and a variety of in-house newsletters and promotional emails
- Led successful day-to-day editorial operations for online publication as well as our quarterly print magazine
- Managed 3 full-time editorial staff, 2 seasonal interns, and a team of 5-7 contract copy editors as well as a large group of freelance contributors
- Successfully established a new editorial calendar for both print and online production, updated and issued author contracts, lead the editorial staff in content selection, collaborated with the Art Director on design and illustrations for both print and online publication, acted as Editor-in-Chief for print magazine production
- Created and implemented new submission structure and selected submissions for the annual Bitch Media Writing Fellowships in collaboration with the Fellowship Director

Editor-in-Chief - *Indiana Review, Bloomington, IN*

May 2013 - May 2015

- Managed day-to-day operations and influenced the long-term trajectory of an award-winning nonprofit literary journal
- Implemented key infrastructure changes including: website redesign, CMS update, new submissions policy and fee structure, expansion of online content, establishment of a best practices style manual
- Oversaw all aspects of journal production including: editorial and production calendars, submission manager, author contracts, web and social media presence, finances and budget, staff hiring and training, vendor contracts

EDUCATION

Master of Fine Arts, Poetry - *Indiana University, Bloomington, IN*

Master of Arts, English Studies- *Western Washington University, Bellingham, WA*

Bachelor of Arts, English- *University of Missouri, Columbia, MO*