

ASHLEY KRISTIN BROWN

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EDITOR and COPYWRITER

Experienced Editor and Writer who loves distilling complicated concepts into clear messaging. Skilled at producing a wide variety of content, including human-centric stories, marketing materials and social media content. Excels at creative collaboration, improving workflow and quick turn-arounds. Core competencies include:

- Content Creation and Storytelling
- Editing and Proofing
- Research
- WordPress
- Microsoft Office
- Adobe InDesign

EXPERIENCE

REI Co-op • Kent, WA

Editor, 2017-2020

Produced a diverse assortment of content aimed at increasing engagement, inspiring the community and educating consumers, including emails, articles, social posts, strategy, videos, promotional materials and product information.

- Wrote all email and social copy for the year-long pilot of a new approach to direct-to-consumer campaigns
- Authored 43 articles for the REI Co-op Journal, including several ranked in site's Most Viewed, with one article (A Different Kind of Car Camping) receiving over 84,000 views
- Concepted and wrote article (In Search of the Perfect Sports Bra) that made \$15,000 in revenue with \$2,000 production cost

Product Copywriter, 2016-2017

- Wrote hundreds of product descriptions for e-commerce pages
- Communicated with vendors to improve product copy
- Instituted adding 'Leave No Trace' copy to all relevant products to educate consumers

ExOfficio • Seattle, WA

Content Marketing Specialist, 2014-2015

Crafted all copy, including brand voice, website, product videos, print and digital ads, consumer catalogs, signage, emails, technology guides and packaging, as well as social media content, publishing schedules and analytics.

- Increased Facebook community organically by over 100% with improved content and audience targeting
- Managed social and email copromotion with author Tim Ferriss, resulting in a traffic and sales increase

Copywriter, 2011-2014

- Determined key seasonal stories, product naming and positioning by collaborating with product managers
- Managed product selection, photography, and wrote all content for brand's premiere consumer catalog
- Coordinated all product and lifestyle photoshoots, photographers and media library to reduce production costs and ensure content accuracy

Kukuruza Gourmet Popcorn/Popcorn Pavilion LLC • Seattle, WA

Cofounder, Co-owner, 2009-2017

Created brand identity, all copy including packaging, catalogs, signage, product information, and product recipes.

- Responsible for social media strategy and content, email campaigns and product photography
- Managed store operations, including vendor orders, employee relations and scheduling
- Reached profitability in first year of operations at Bellevue Square Mall
- Expanded to four local stores and franchises in four countries by 2014

EDUCATION and ACCOMPLISHMENTS

- **University of Washington**, Seattle, WA, Bachelor of Arts, English and Psychology, Dean's List
- Featured in Seattle-area **Crave Guide**, a publication showcasing female entrepreneurs
- Completed a six-month thru-hike of the 2,665-mile **Pacific Crest Trail**, 2015