

# Melissa Kaylor

## Copywriter

Austin, TX

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## Profile

A copywriter with over 10 years of experience writing content for a variety of industries including retail, ecommerce, loyalty programs, consumer research, finance, healthcare, skincare, and technology. A fearless and strategic thinker. Never passes up a good brainstorming session or an opportunity to take on something new.

## Skills

- Copywriting & editing
- Marketing campaigns
- Digital content creation
- Market research
- A/B testing
- SEO & SEM certified
- Project management
- Landing page copy & coding
- AP Style
- Brand review
- Copy guideline creation
- Social media writing
- Internal communications
- Performance analysis
- Training & mentoring

## Experience

Senior Copywriter | Caliber Home Loans/Newrez 2020-2022

- Instrumental in creating hundreds of materials from start to finish (including flyers, emails, social media posts, marketing bundles, print, signage, infographics, and more) and bringing them to market – resulting in constant positive reviews from sales channels
- Owned the creation, maintenance, and enforcement of copy guidelines to ensure brand consistency across the company and companies through the merger
- Strategically led and performed a site-wide audit, rewriting and editing hundreds of landing pages for sources, voice, SEO, current information, and brand compliance
- Facilitated multiple brainstorming sessions resulting in new campaign strategies, product line naming conventions, and A/B testing variables to increase revenue and brand trust
- Improved recruitment and loan closing numbers through a monthly mailer campaign called Business Boost
- Successfully managed multiple high profile product launches

Lead Copywriter | Andra Group 2018-2020

- Created original content for emails, lookbooks, landing pages, and print pieces
- Worked with a third-party agency to develop a new SMS campaign, leading to a 14+ ROI
- Provided brand review on all marketing messaging with an emphasis on branding and legal compliance (including disclaimers for promotions)
- Maximized SEO performance by researching and writing content for landing pages, paid search, organic search, and blog posts
- Wrote, proofread, and formatted press releases

Copywriter & Brand Review Manager | Vizient 2016-2017

- Brand reviewed content for internal and external emails, fact sheets, landing pages, brochures, whitepapers, case studies, banners, event collateral, and signage
- Proofread copy for business units including supply chain operations, clinical operations, sales enablement, consulting, and events
- Created style guidance documents and writer templates for internal use

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## Experience (Cont.)

Copywriter | Nerium International 2015-2016

- Proofread packaging and catalogs for new and revamped products
- Facilitated international expansion by working with translators for French, South American, Korean, and Japanese markets
- Spearheaded concepts and content for print and digital pieces including blog posts, event collateral, monthly publications, social media posts, and sales kit materials
- Worked closely with the digital marketing, compliance, print vendor, and publication vendor teams to execute seamless deliverables on time

Assistant Marketing Manager | Parago, Inc. 2013-2015

- Wrote expansive consumer surveys, analyzed and cross-tabulated the results, and turned them into insightful market research reports
- Fostered global marketing initiatives for internal and external marketing operations
- Provided social media training sessions and materials for executives and employees
- Managed corporate social media efforts, increasing qualified monthly leads by over 10%

Copywriter/Brand Manager | VLG Agency + BakedSoft LLC 2012-2013

- Pitched and sold interactive campaign themes to clients
- Wrote copy for seamless and personalized interactive experiences
- Launched all communications for side software start-up, including in-app and app store copy
- Worked with vendors to commission merchandise development
- Beta tested all apps prior to release or updates

Copywriter (Contract) | AvreaFoster 2012

- Collaborated with clients, designers, and account planners to create a variety of print and digital campaigns for multiple accounts, including FASTSIGNS, Omni Hotels & Resorts, The Texas Rangers, and Medical City

## Education

M.A. Advertising 2010-2011

University of Texas | Austin, TX

Texas Creative Sequence, Account Planning, Consumer Behavior

B.A. General Studies 2007-2010

University of North Texas | Denton, TX

Journalism, Marketing, & Psychology

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SEO Certification 2022

HubSpot Academy

Knowledgeable about SEO tactics and capable of optimizing a website to perform well in search engines